

LIFE

THE WILD MISSOURI TAMED AT LAST
THE CONQUEROR REBUILDS A NATION
PART II OF THE MACARTHUR STORY

EUROPE'S NO. 1 COVER GIRL
SOPHIA LOREN AS FISHMONGER
IN NEW ITALIAN FILM



20 CENTS

AUGUST 22, 1955

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(AND WITHIN REACH)

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Look in your mirror . . . see this promise come true!

For whiter teeth change to Pepsodent

...because of all leading toothpastes...

Nothing gets teeth as clean, as white as Pepsodent!

Only in Pepsodent do you find the world's *most effective* tooth-cleaning ingredient. It is "I.M.P." . . . Insoluble Meta-Phosphate . . . and it is found only in the Pepsodent-Irium formula because *Pepsodent uses the entire world's supply.*

That's why nothing . . . no other leading toothpaste . . . gets teeth as clean, as white as Pepsodent. Lever Brothers unconditionally guarantees you will see Pepsodent's promise of cleaner, whiter teeth come true. If you don't agree, Lever Brothers will return your purchase price.

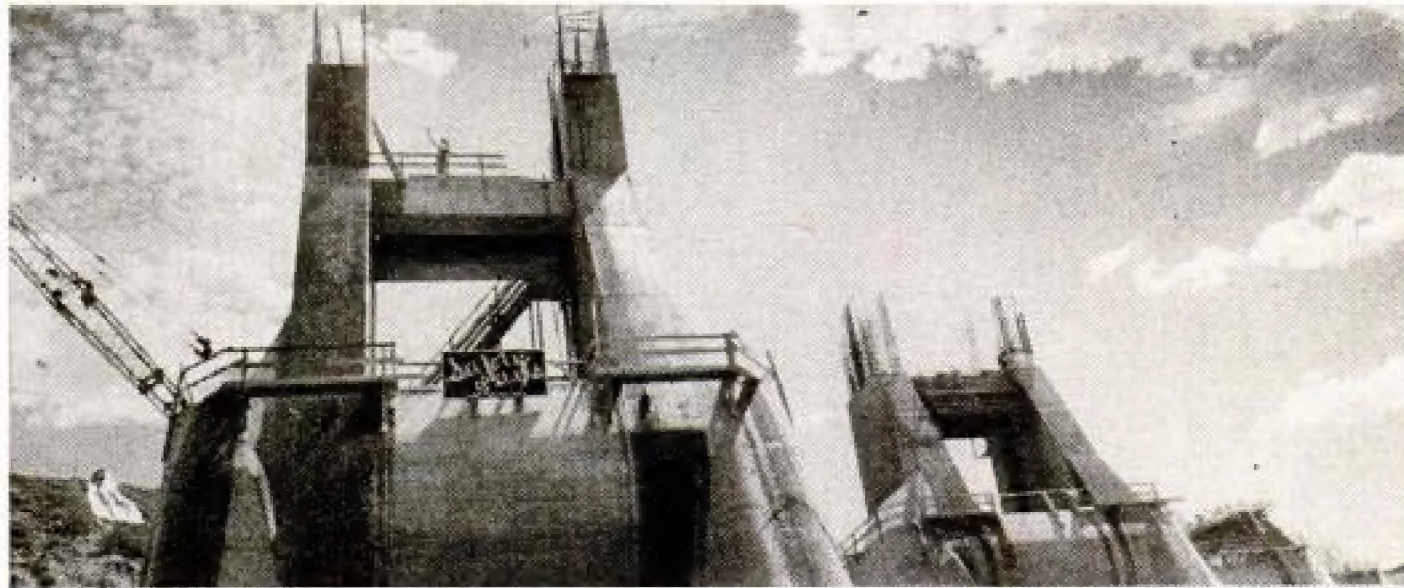
Remember, too, cleaner, whiter teeth mean less tooth decay, a sweeter breath and a clean mouth taste that lasts for hours. Why not change to Pepsodent today?



HAVE YOU TRIED PEPSODENT CHLOROPHYLL?
Stops mouth odors instantly. Keeps your breath fresh for hours—yet won't stain!

The Big Muddy tamed at last

21



GIANT PORTALS OF UNFINISHED OAHÉ DAM RISE ABOVE MISSOURI RIVER

With the closing of the big new earthen dam at Gavins Point, Neb., U.S. engineers have finally clinched their victory over the rampaging Missouri River. Flood control on the river is already bringing prosperity to the valley it drains, an area comprising one sixth of the U.S.

The saga of Sophia Loren

42

In three years a Neapolitan one-time model has risen to become Europe's No. 1 cover girl and a movie replacement for famed Gina Lollobrigida.



COVER GIRL SOPHIA

The picnic of the year

109



MOLOTOV ROWS ARGENTINE AMBASSADOR, INDONESIAN AMBASSADOR'S WIFE

The Soviet hierarchy sets a new party line for parties when the entire Moscow diplomatic corps is invited to picnic beside a sylvan lake. There some unexpected fun provides light news from a hitherto somber capital.

Art blossoms in Attica

81

In a small Kansas farm town, population 622, a burgeoning crop of amateur painters has provided excitement for eager and curious neighbors.



ATTICA ART LOVER

COVER

Italian Movie Star Sophia Loren, Europe's current No. 1 magazine cover girl, wears a black wig for her latest role of widowed fishmonger in Sorrento (see pp. 42-47)

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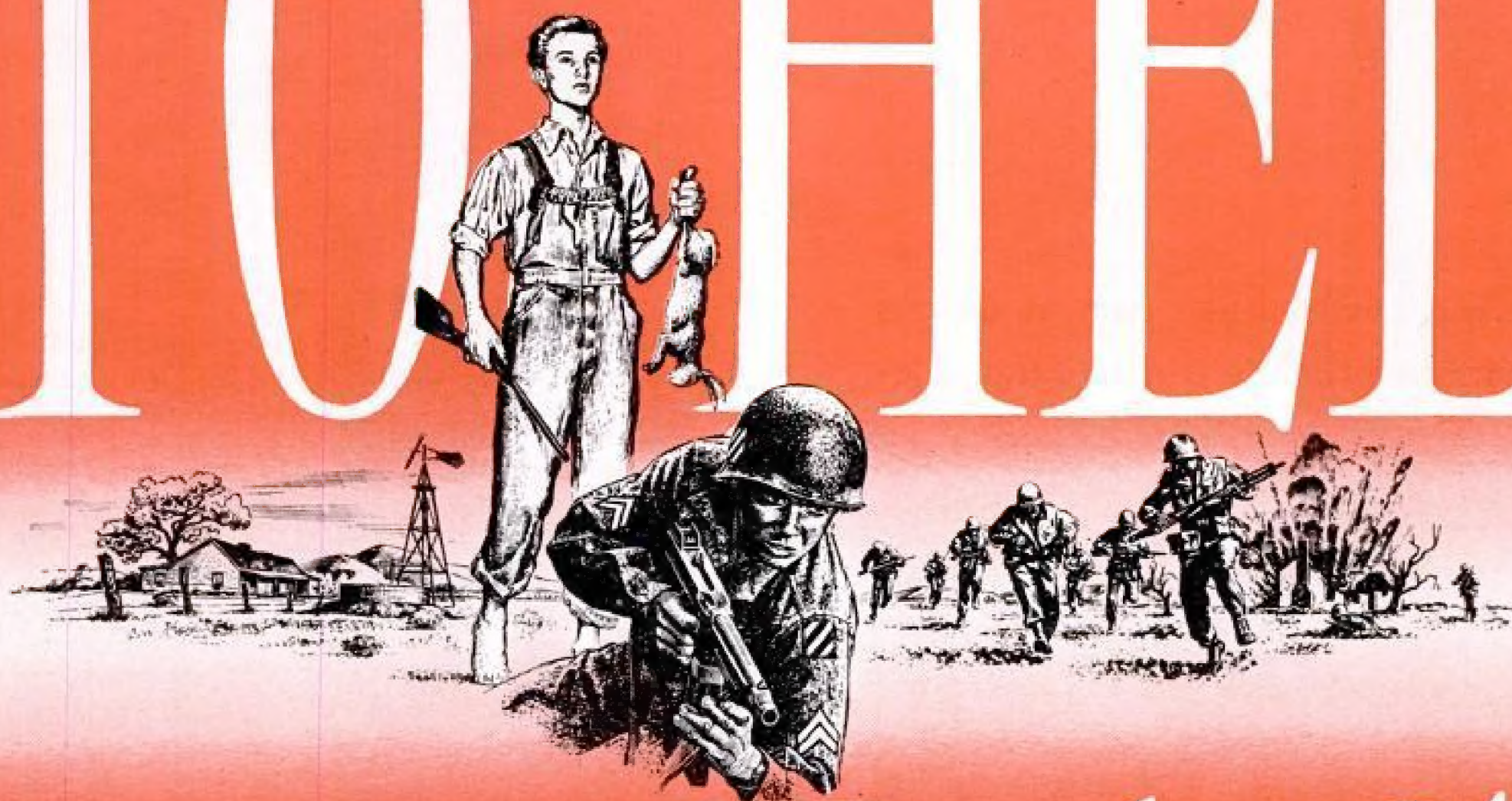
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...*"THE BIG PARADE"*...*"ALL QUIET ON THE WESTERN FRONT"*...*"SERGEANT YORK"*

TO HELL AND BACK



THE EXCITING TRUE LIFE STORY OF **AUDIE MURPHY** AMERICA'S MOST DECORATED HERO!



... **JOHNSON**
he had a coupla
girls in every
town but only
one in his heart!



... **BRANDON**
he went out of
his way to find
the bullet with
his name on it!



MANNING...
he wore his
bars as if
they were
a bullseye!



MARIA...
when war is
close a woman
wants a man
to hold!



starring

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with MARSHALL THOMPSON • CHARLES DRAKE • GREGG PALMER • JACK KELLY • A UNIVERSAL-INTERNATIONAL PICTURE

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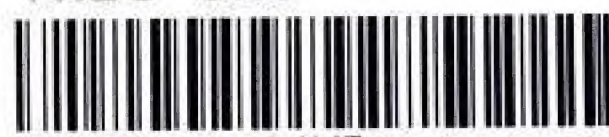


IN
CINEMASCOPE

DIRECTED BY **JESSE HIBBS** • WRITTEN FOR THE SCREEN BY **GIL DOUD** • PRODUCED BY **AARON ROSENBERG**



This One



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You are never apart...

I live in an 100 year old farmhouse, just forty-five minutes from Broadway. Crammed with century-old antiques and isolated by wide fields and woodland tracts the house makes you feel as though you are in a world apart. Except for one thing; the hundreds of back issues of *LIFE* we keep stacked in the attic.

And with *LIFE* you are never apart from any part of the world.

You realize this fact when (as I sometimes do) you dig out an armful of old *LIFE*s and see again all the highlights and headliners of the years we have lived through. Looking back you appreciate just how much of the

world *LIFE* does show you in a single issue and how much it can pack into a year.

You look over the shoulder of scientists as they discover, and keep stride with fickle fashion designers as they cover and uncover. You visit all the famous tourist spots of the wide world and explore some places where man has never been before. You see public figures at moments of decision and plain people in moments of joy or grief.

And when you have browsed through a sampling of *LIFE*'s past, you come to realize how essential *LIFE* is to all of us, how we thrive on it. And you can't wait to see what wonders this week's issue will hold in store.

BARBARA BEL GEDDES

LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Stays Juicy, Never Crumbles

when you cook ground beef with
BETTER-BLENDING Carnation



Special qualities of Carnation
not found in ordinary milk
always keep ground beef
moist and firm right through
cooking...*without fail.*

THREE NEW WAYS TO SERVE GROUND BEEF

$\frac{3}{8}$ cup (small can) <u>undiluted</u>	$\frac{1}{4}$ teaspoon pepper
Carnation Evaporated Milk	1 teaspoon dry mustard
1 egg	$\frac{1}{4}$ cup grated onion
$1\frac{1}{2}$ pounds ground chuck	$\frac{1}{2}$ cup chopped green pepper
$\frac{1}{2}$ cup cracker crumbs	Blend all ingredients
$1\frac{1}{2}$ teaspoons salt	together until smooth.

©OPR., 1955, CARNATION CO.



HAMBURGERS-ON-A-STICK. Make 24 small balls from meat mixture. Put tomato slice, hamburger ball, onion slice, hamburger ball, second tomato slice on each of 12 skewers. Broil 5 minutes on each side.



MEAT LOAF. Put meat mixture into paper-lined loaf pan (8"x4"x2"). Bake in moderate oven (350°F.) about 1 hour. Let loaf stand in pan 10 minutes; turn out on platter. Slice for serving.



QUICK "BROILED BURGERS." Form meat mixture into 6 large patties. Broil patties 10 minutes on one side; turn "Burgers." Top with tomato slice. Broil another 10 minutes; serve at once.

THE 100-MILLION-DOLLAR LOOK!



Extra performance for style-conscious motorists!

You probably well know the tremendous impact Chrysler has made this year in the motoring world. Its dazzling new styling has captured the heart of a nation . . . and day after day the list of happy Chrysler owners grows in record numbers. But that's only a part of the story!

This low, long, glistening length of "tailored steel" conceals the most justly celebrated automotive engineering of all . . . *Chrysler engineering*,

traditionally superior, now at its topmost peak!

These cars are built with really loving care — it's a Chrysler tradition. Here you'll find the industry's only airplane-type V-8 engine. You can drive with up to 300 hp . . . and PowerFlite *fully-automatic* transmission does away with clicks, jerks, and "time lag." Chrysler Power Steering is *full-time* and gives you complete "feel of the road." Chrysler Power Brakes are unequalled in size,

safety and the *smooth* stops they give you. These are but a few of the reasons why so many Chrysler owners are *repeat* owners.

So you see, there's a whole lot more to a Chrysler than its sleek, eye-catching beauty. You ought to find out about it, and the man to see is your own Chrysler Dealer. See him soon and take Chrysler's memorable "100-Million-Dollar Ride" — it's the greatest, most thrilling proof of all!

CHRYSLER

AMERICA'S MOST SMARTLY
DIFFERENT CAR

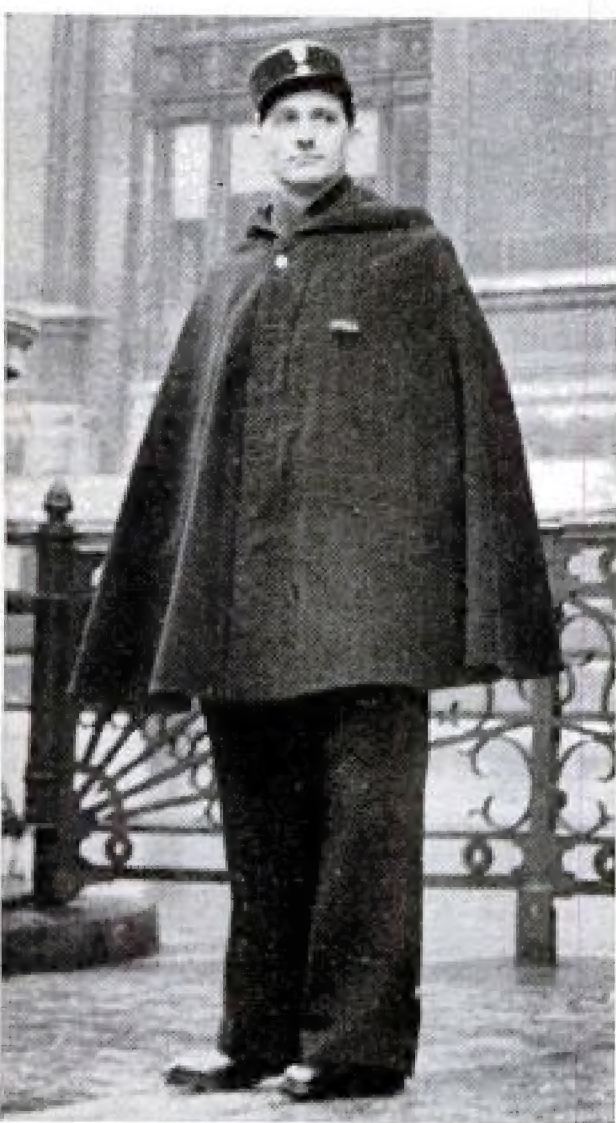
LETTERS TO THE EDITORS

THE GLOW OF PARIS

Sirs:

You have never given your readers anything as beautiful as Ernst Haas's photographs of Paris ("The Glow of Paris," LIFE, Aug. 1). I spent 12 childhood years and 12 years of married life in Paris. So I am overcome by nostalgia and must thank you for the pleasure you have just given me.

EMILY H. WILKINS
Washington, D.C.



SHORT-CAPED PARIS COP

Sirs:

Those are not two cops strolling the quays in Ernst Haas's superb "Glow of Paris" photos. Paris cops do not wear red-braided caps and their capes are shorter than those shown. The fraternal discourse is between off-duty pompiers, or firemen.

WILLIAM WALLER
Baltimore, Md.

Sirs:

Thanks to Ernst Haas and your remarkable article on Paris, I have been able to appreciate new aspects of the manifold beauty of my native city.

JEAN-MAX BOUCHAUD
French Embassy
Washington, D.C.

EISENHOWER AND GENEVA

Sirs:

Your excellent photos, text and editorial ("Eisenhower and Geneva," LIFE, Aug. 1) on the Geneva Conference speak of the gains made there by the free world and rightly laud the President as a new champion of peace. However, you might have noted that the meeting would probably not have been held without the initiative of a Democrat, Senator George. The Democrats also gave Ike every cooperation and praised him handsomely on his return even though they knew the meeting was a political gain for the G.O.P.

ALLEN KLEIN
Mount Vernon, N.Y.

Sirs:

Concerning your editorial: it is all right to be optimistic, but optimism unguided by reason can be dangerous too. Today the most dangerous people are indirectly the Americans, for by their inordinate desire for peace they are endangering peace. This approach

actually encourages the Reds to bite off more chunks of territory while they can always pretend that they are ready to seek peace with us.

HARI DARANA
Los Angeles, Calif.

Sirs:

Your editorial, "Eisenhower and Geneva," is one of your best. You state accurately and dramatically the accomplishments of President Eisenhower and America's determination to achieve peace.

C. C. AUSTIN
Menlo Park, Calif.

LETTERS

Sirs:

Second Lieut. Leon M. Arloff in his letter to the editors (LIFE, Aug. 1) shows that he is behind the times when he says that trainees are forbidden to have cars. Trainees at Fort Dix, N.J. may have cars, although they are forbidden to park them on the post. The New Jersey Turnpike is crowded every weekend with trainees and their cars on weekend passes.

M/SGT. JOHN JACOBS
Fort Dix, N.J.

● Rules and regulations for trainees are set by individual camp commanders. At Fort Carson, Colo., where Private Tedford took basic training, trainees may have cars, may not wear civvies when off duty.—ED.

BEAUTY SHOW CHAPERON

Sirs:

Miss Georgia may have been a ward of Mrs. McCreary ("Beauty Show Chaperon," LIFE, Aug. 1), but Miss Vermont won the crown of Miss U.S.A. Where was there a picture of Miss Vermont?

CLAIRE QUINLAN
Barre, Vt.



MISS U.S.A. AND MISS UNIVERSE

Sirs:

Georgia's representative to the Miss Universe contest is not Miss Georgia. Carolann Conner is "Miss Georgia Chick," sponsored by the Georgia Poultry Federation representing the largest broiler-producing state in the nation.

SYLVAN MEYER
Gainesville, Ga.

CONTINUED

a NEW KIND of deodorant!



ban lotion deodorant rolls on

More effective than creams!
Easier to apply than sprays!*

This is BAN—the new lotion deodorant that rolls on with a revolving marble built into the bottle top. BAN automatically applies just the right amount of pleasing lotion to check perspiration moisture... stop odor for a full 24 hours. Get new BAN today —98¢ wherever fine toiletries are sold.

- no drip—no waste—no messy fingers
- safe for normal skin
- protects round the clock
- keeps underarms dry for hours
- can be applied even after shaving
- won't stain clothes

Deodorant } —all rolled into one
Anti-perspirant } —that's **ban**
Pleasing lotion }

Another Fine Product of Bristol-Myers,
Makers of Bufferin and Ipana



*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

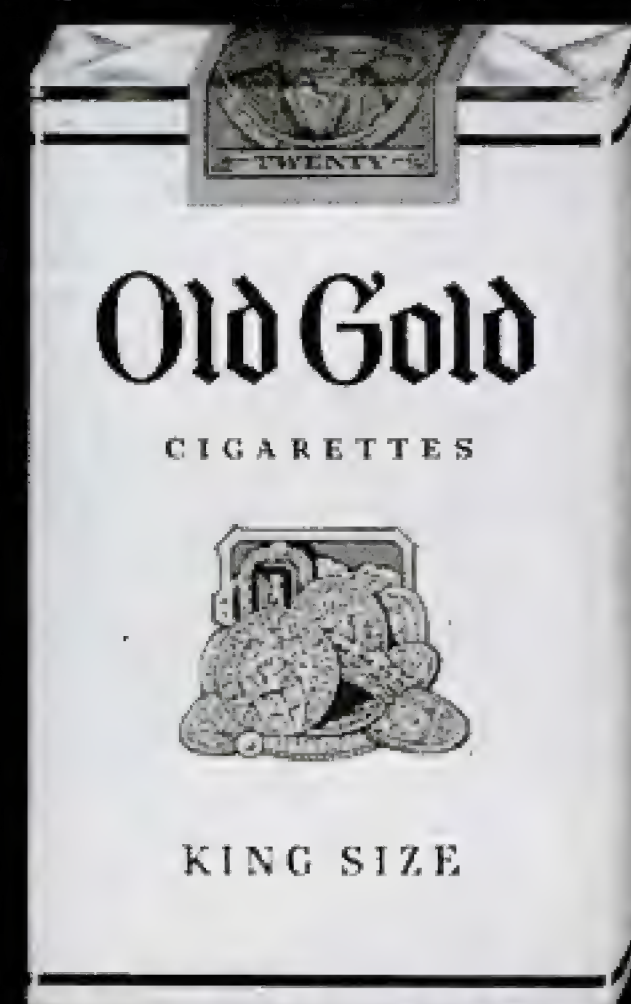


ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats your

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCOS

Now—try the
1st Big Name Filter Cigarette
Old Gold
Filter Kings



Old Gold. . ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings

Every easy draw will tell you, *a true tobacco treat*. Tastes so good you'd never know it's a filtered smoke! Full king size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

3. King Size

If you like 'em *long*—here's the one you've longed for! Always smooth, never harsh or bitter. Really *comfortable-tasting*—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

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taste right all day long

"MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



Out-performs and
out-lasts any ball point
you've ever seen!

It's things you don't see, deep inside a Parker Jotter that make it outstanding for long, long writing life. Only Parker's Jotter has a point whose stainless steel ball rolls in a socket of finest bronze . . . and a cartridge that rotates a quarter turn every time you press the button—wear is so evenly distributed it's practically negligible. These Parker *exclusives* make Jotter the writing champion of them all! Jotter actually writes five times longer than ordinary ball point pens—always a smooth, clear line. Your choice of *four* Jotter point sizes. Durable stainless steel cap and nylon barrel.

Parker Jotter BALL POINT PEN \$2.95

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A whole year's classwork!

A Jotter can write it all without reloading.



LETTERS TO THE EDITORS CONTINUED



MISS UNIVERSE (LEFT) AND GRACE KELLY

LOOK AT WORLD'S WEEK

Sirs:

I was struck by the remarkable resemblance between Sweden's Miss Universe, Hillevi Rombin ("Beauties' Beauty," *LIFE*, Aug. 1), and Grace Kelly.

GARY L. CAMPBELL

Los Angeles, Calif.

FUGITIVE CAUGHT AT LAST

Sirs:

Your story of John C. Siemer's jaunt to Ohio with bank funds filled me with a sense of outrage ("Conspicuous Fugitive Is Caught at Last," *LIFE*, Aug. 1). True, no man should embezzle. But how does the Staten Island bank expect a married man with three children to exist on \$65 per week? Siemer was expected at all times to be well suited, polished of shoe and closely shaved. No teller is allowed to be shabby for it would reflect upon the prosperity of the bank in which he worked.

PATRICIA MITCHELL

Los Angeles, Calif.

TOWN'S NEW LIFE

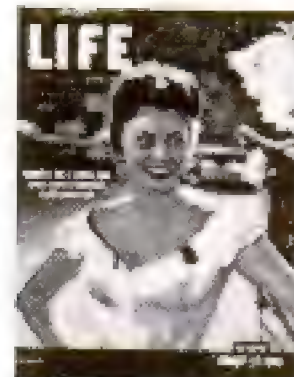
Sirs:

I have found your articles about the Blind River uranium field very interesting ("A Town's New Life," *LIFE*, Aug. 1). However, you failed to point out the chances of loss taken by those investing in these undertakings. You show a picture of signs pointing to several uranium companies. I invested \$500 in one of them and that investment is currently quoted as worth \$25.

J. HUGH SMITH

Cape Girardeau, Mo.

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_____ address
city _____ zone _____ state

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Sirs:

The "Collins" map referred to in your article on the Blind River uranium discovery was the work of my father, the late Dr. W. H. Collins of Ottawa, Ont. He was one of Canada's most distinguished scientists. The country about Blind River was mapped when there were no roads or means of entry and life in the bush was really rugged.

H. M. COLLINS

Toronto, Ont., Canada

THE RUFFLED MALE

Sirs:

Regarding your article, "The Ruffled Male" (*LIFE*, Aug. 1), let's give credit where credit is due. About a year ago Liberace was the most daring, wearing ruffled shirts and matching cummerbunds at cocktail parties in New York and elsewhere. This guy will have everyone changing his fashions sooner or later.

PHYLLIS A. DE SANTO

Philadelphia, Pa.



RUFFLED LIBERACE

Sirs:

Congratulations on your wonderful article on men's lace-pleated shirts. We originally designed one of the first lace-pleated shirts, worn by Frank Sinatra for his Academy Award presentation in 1954.

LEW MAGRAM

New York, N.Y.

HEAD OVER HEELS

Sirs:

English is a foolish language, and it gets foolisher and foolisher as more people use and misuse it. To illustrate the line "Head over Heels in Love" you show four pictures of a youth "seized by love's wildest woe" expressing himself acrobatically ("Head over Heels in Love," Aug. 1). In every picture his heels are over his head.

GEORGE MARSH

Hingham, Mass.

CONTINUED



Artist's sketch of early warning line plan.



DEW Line radar station in the Arctic.

NEW RADAR SKY-WATCH TO GUARD ARCTIC FRONTIER

If enemy planes ever attack from over the North Polar regions, every minute of advance warning of their coming will be precious—for minutes may mean the difference between a successful defense or a crippled America.

So today, across the northern rim of the continent a line of unique radar stations is being built in the icy Arctic wastelands. This is the Distant Early Warning Line . . . DEW Line, for short.

DEW Line radars will scan the skies constantly . . . spot any invaders and instantly flash a warning to defense command centers in the United States and Canada. This outermost Arctic sentry will give us earlier warning . . . will work with the Mid-Canada and Pine Tree radar lines that the U.S. and Canadian governments are providing farther south. All three will function in one vast protective net.

Basically, an early warning radar line is a communications system. So Western Electric, which produces and installs equipment for the Bell Telephone System, was called upon in 1952 by the U.S. Department of Defense to build on the northern shores of Alaska an experimental early warning

line based upon development work done at Lincoln Laboratories, at M.I.T.

We started at once to organize a team for the task. We selected communications specialists from our own ranks; from 17 Bell Telephone Companies, Bell Telephone Laboratories, A. T. & T.'s Long Lines Department and our Canadian affiliate, Northern Electric Company.

Joining forces in much the same way we do to provide Bell telephone service, we pooled our experience and went to work . . . research scientists, procurement and transportation specialists, construction engineers, microwave technicians, transmission experts, skilled operators of electronic equipment . . . all with a single mission: to build a first line of defense for America.

Hundreds of other firms were called in to help. Special buildings and construction techniques were invented to meet the severe Arctic weather. Electronic equipment was specially made or converted to cope with magnetic storms. There were major transportation problems to be solved, for tractors, buildings, machinery, millions of gallons of fuel . . . thousands of tons of materials . . . all had to

be delivered to faraway barren sites. Yet, the job was done on time.

The test installations proved successful—and the U.S. and Canadian governments promptly decided to extend the DEW Line across the Arctic. Western Electric again was called upon—was asked by the U.S. Air Force to undertake, as prime contractor, the job of building the thousands of miles of radar line with responsibility for all phases of it: development, design, engineering, procurement, transportation, construction, installation, testing and training of operating personnel.

Again we have assembled Bell System men and experience to get the job done. We're at it now. Already thousands of tons of heavy equipment have been delivered by air, tractor-train and ship to Arctic sites—much of it by the Air Force and the Navy. Construction is going ahead rapidly before the Arctic winter sets in. Working together, we are pressing forward on the project at full speed.

Western Electric



MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



2 EASY Summer Suppers

Beef Stew 'n' dumplings. Quick top-of-stove meal! Use a biscuit mix to crown Dinty Moore Beef Stew with fluffy dumplings. They're perfect partners to this savory beef-rich stew . . . America's *favorite* beef stew! 1½ lbs. . . the BIG meal in the BIG can.

DINTY MOORE BEEF STEW.

Hormel Chili supper plate. Simply toss a salad, toast some crackers, and heat Hormel Chili to bubbling fragrance. It's America's best-loved chili . . . preferred for its abundance of good beef, its rich and zesty sauce. You'll like it, too! **HORMEL CHILI.**



Richer, Creamier,
AERO SHAVE
Saves 20¢ a Can!

JUST PUSH VALVE
...OUT COMES
LATHER!



It's the Biggest Shave
News in 50 Years!

- Richer, Creamier Lather
- Quicker, Slicker Shaves
- No Brush Needed
- No Greasy Cream
- No Razor Clog
- 3 Beard Softeners
- Contains Soothing Lanolin

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New Rexall Germatine is a powerful, penetrating germicide, fungicide and disinfectant that doesn't sting or stain—there's just a pleasant tingle to let you know it's gone to work killing bacteria, helping to prevent infection. Rexall Germatine's detergent action gets it down into skin cracks and crevices, makes it a superior cleanser. It's water-clear, so it can't stain. Has a fresh, clean odor—no "hospital" smell. Germatine is highly effective for cuts, scratches, shaving nicks, minor burns and sunburn, poison oak and ivy, non-poisonous insect bites, heat rash and Athlete's Foot. Dilute it for use as a sickroom and household disinfectant and deodorant, or for sterilizing surgical instruments. Buy Rexall Germatine today for your home medicine chest, locker, golf bag and tackle box! No-risk trial offer ends Sept. 30th!

Rexall

LETTERS TO THE EDITORS

CONTINUED

Sirs:

You showed Russ Tamblin with his girl friend. In every picture he was upside down. Please, a picture of him right side up.

LYNN SLEPICKA

Downers Grove, Ill.



RUSS RIGHT SIDE UP

THROWAWAY LIVING

Sirs:

"Throwaway Living" (LIFE, Aug. 1) moves me to ask why manufacturers of these disposable items have left unexplored the territory of throw-away clothing. A skirt could be made of soft paper napkin material, sprigged with flowers, dotted or striped. And I can see no great difficulty in contriving a matching blouse or a pinafore-type dress that would be practical, though disposable. Such outfits, sold at vending machines in bus, rail or air terminals, could provide essentials for a weekend in the country or at the seashore.

ELIZABETH NEBINGER

Kansas City, Mo.

Sirs:

Disposable items may cut down household chores, but they have also become a curse to our nation. Disposable items are flying through the air, littering our national forests, our national and city parks, our highways, even our own front yards.

MYRON J. CHESLEY

Westcliffe, Colo.

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AS THE LION CHARGES, OLIVIER (LEFT) AND WYMAN STAND THEIR GROUND, PUMP BULLETS INTO IT



AN INSTANT BEFORE THE LION STRIKES HIM WYMAN



FINALLY OLIVIER BENDS DOWN, PUSHES HIS RIFLE MUZZLE AGAINST THE LION'S HEART AND KILLS IT



OLIVIER TRIES TO FREE WYMAN, BUT HIS RIGHT ARM

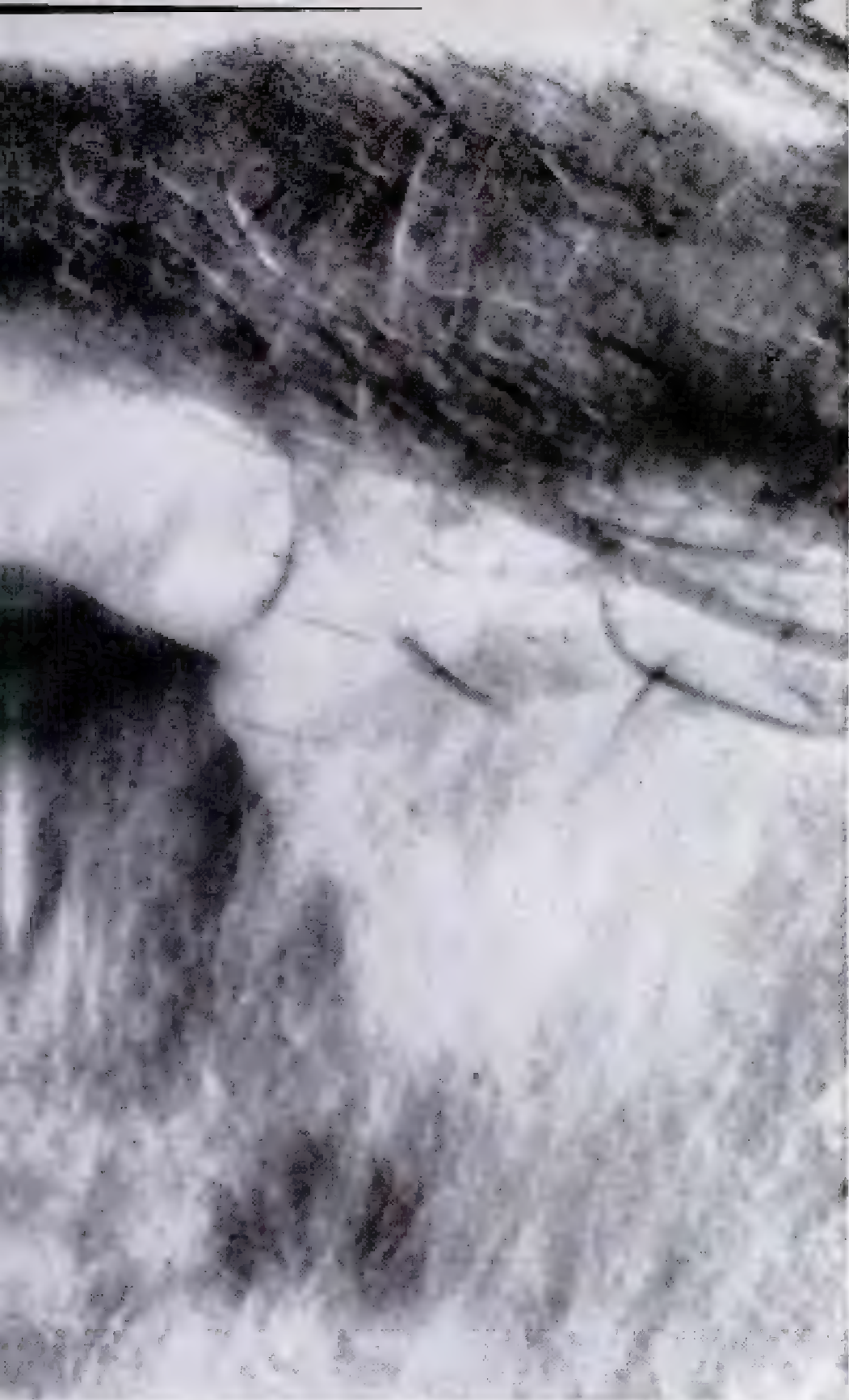
Wounded Lion Downs

A PHOTOGRAPHER CATCHES MAN AND BEAST

Harry Wyman and Vic Olivier stood in the middle of a small clearing in Bechuanaland in southern Africa. Ten yards in front of them a wounded lion waited in the tall grass to charge. Fifteen feet behind the hunters was Photographer C. J. du Preez, armed with a movie cam-

era and set to record the rather common occurrence of a lion's death.

Suddenly the lion burst out of the grass at 50 miles an hour. Wyman and Olivier fired, hitting the lion in the throat and chest. The beast still came on, bowled Wyman over and sank



BENDS HIS KNEES SLIGHTLY TO MEET THE CHARGE



SPEAKING OF PICTURES

KNOCKED DOWN, WYMAN LIFTS HIS FREE ARM IN AGONY WHILE OLIVIER LOOKS FOR A KILLING SHOT



IS STILL GRIPPED FAST IN THE DEAD LION'S MOUTH



FORTY SECONDS AFTER THE LION BURST ON THEM, OLIVIER PULLS OPEN LION'S MOUTH, FREES WYMAN

a Hunter

IN A DEATH STRUGGLE

its fangs in his arm. Within seconds, Olivier shot the lion through its heart. As Wyman came up, his arm almost chewed off, he said, "Du Preez, if you didn't get this on that camera, I'll kill you." Du Preez jiggled and jumped. But in this extraordinary sequence, he got it.



MAULING EFFECTS show as Wyman turns. The lion had torn open his shoulder and its fangs had cut three inches into his arm. Another inch and the arm would have been cut off, bone and all.

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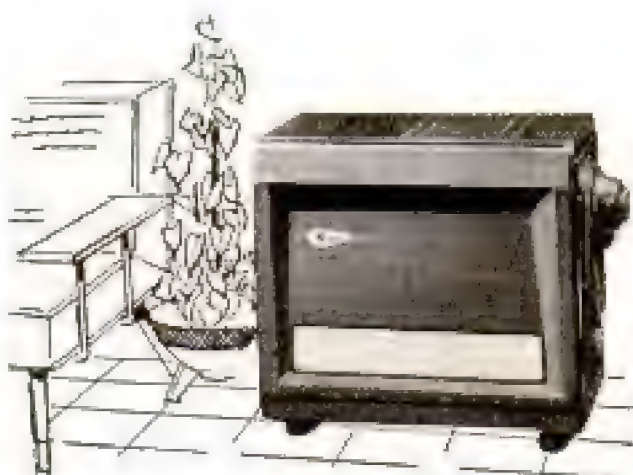
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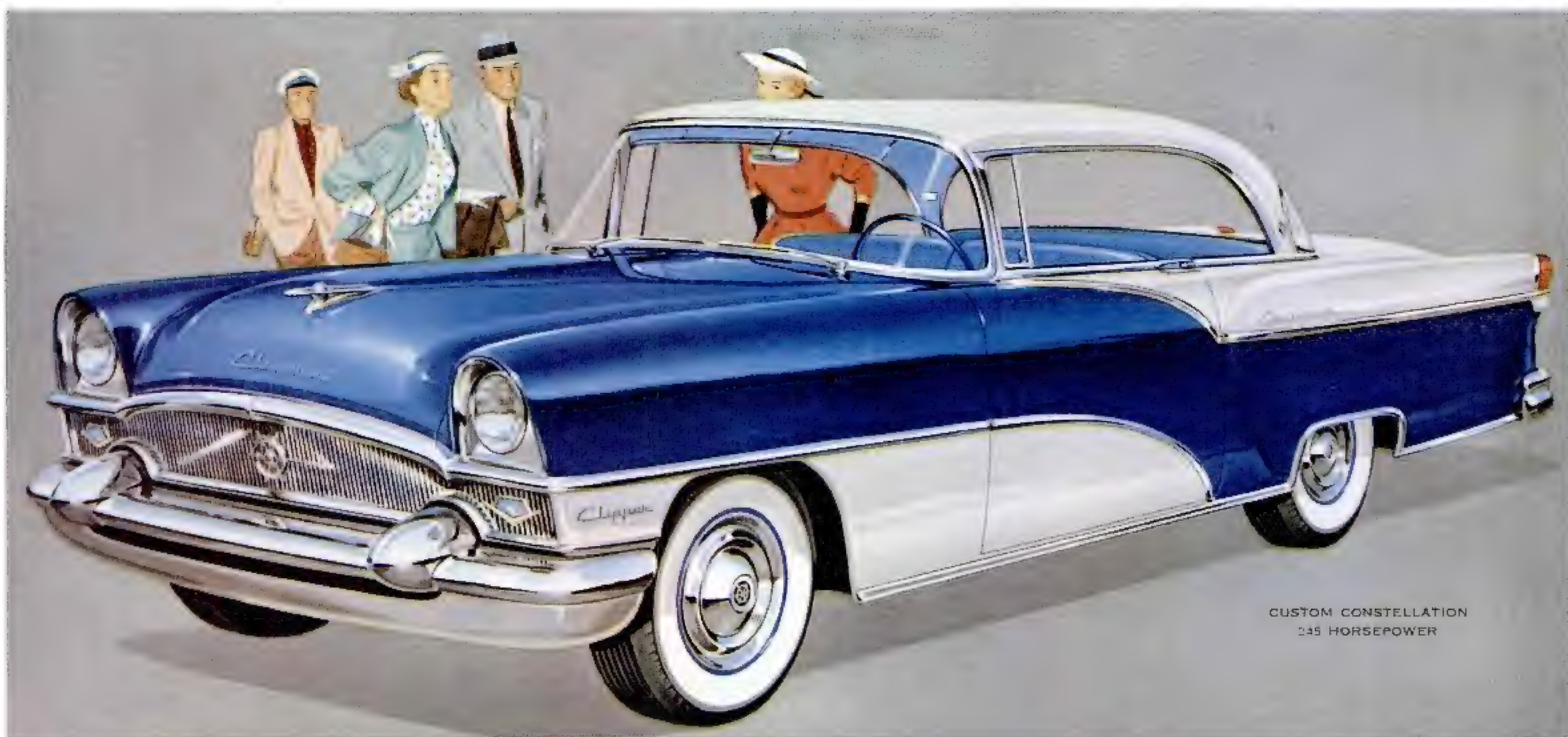
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*when you go
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Good sleep starts with a level spine—that's why the famous Englander Airfoam Sleep Ensemble with Englander's exclusive Red-Line foundation has long been the standard of quality in the bedding field.

Now you can get this same Englander Red-Line construction principle in an innerspring mattress . . . Englander's new Super Red-Line mattress.

It's the only innerspring mattress scientifically designed to keep your spine level all night long, no matter how your weight is distributed. You get the firm, level support you need for restful sleep—and wake up thoroughly refreshed in the morning. Here's why:

In Englander's exclusive Red-Line construction, spring coils are *free acting* at top and bottom (not

wired or stapled together or tied in thin cotton sacks). They are held together *in the middle* with strong ribbons of flexible steel—the Red-Line.

COMFORT

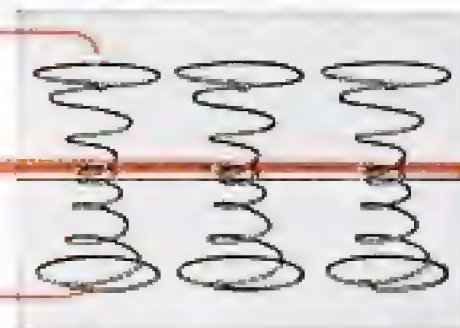
Above the Red-Line, the independently acting spring layer yields for comfort.

RED-LINE

Red-Line steel bands distribute body weight over entire mattress area.

FIRMNESS

Below the Red-Line, lower spring layer keeps spine level, gives firm support.



So when you go to buy a mattress, look for the Red-Line on Englander's New Super Red-Line innerspring mattress. No other mattress has this feature. Ask your furniture or department store for a free trial in your own home for 30 days. \$5975

ENGLANDER'S NEW SUPER RED-LINE innerspring mattress gives firm, comfortable support, keeps your spine level with Englander's exclusive Red-Line Principle. Mattress and matching box spring, each \$59.75



of your Spine

to buy a mattress...

is the secret of a good night's sleep

spine level



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No matter how you sleep,
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*Airfoam—T.M. The Goodyear Tire & Rubber Co.
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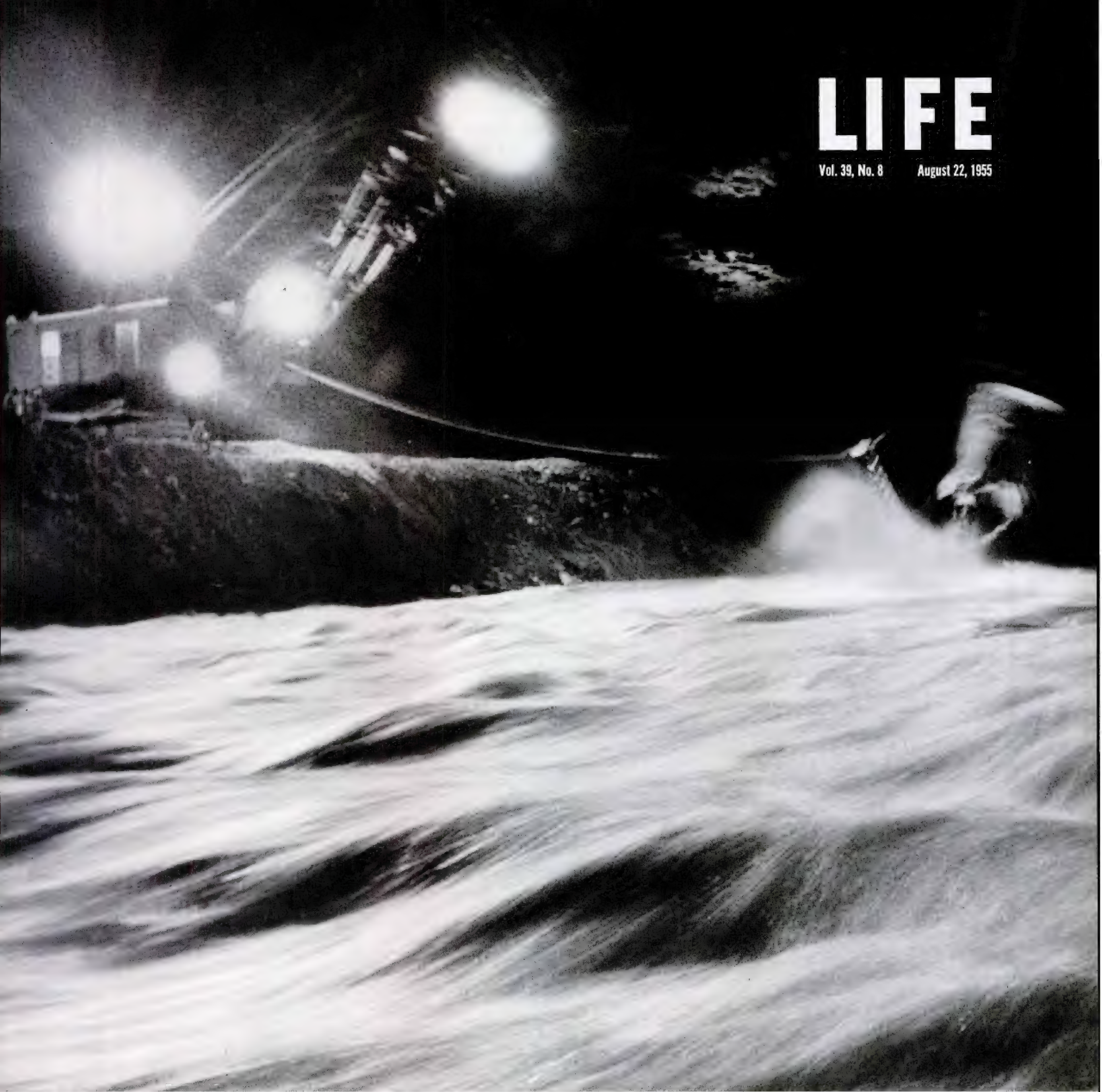


Who ate my Post Toasties?



Practically nothing is worse than finding the Post Toasties box empty, and having a back turned on your problem. Especially since Post Toasties are the only corn flakes with that rustly-rich, super-tasting flavor. So hurry to the store, Mom, and tell the man you want some more.

For goodness sake — get **Post Toasties!**



IN GLARE OF FLOODLIGHTS A 20-TON DRAGLINE WORKS OVER THE TURBULENT MISSOURI, DUMPING LAST BUCKETS OF EARTH TO CLOSE GAVINS POINT DAM

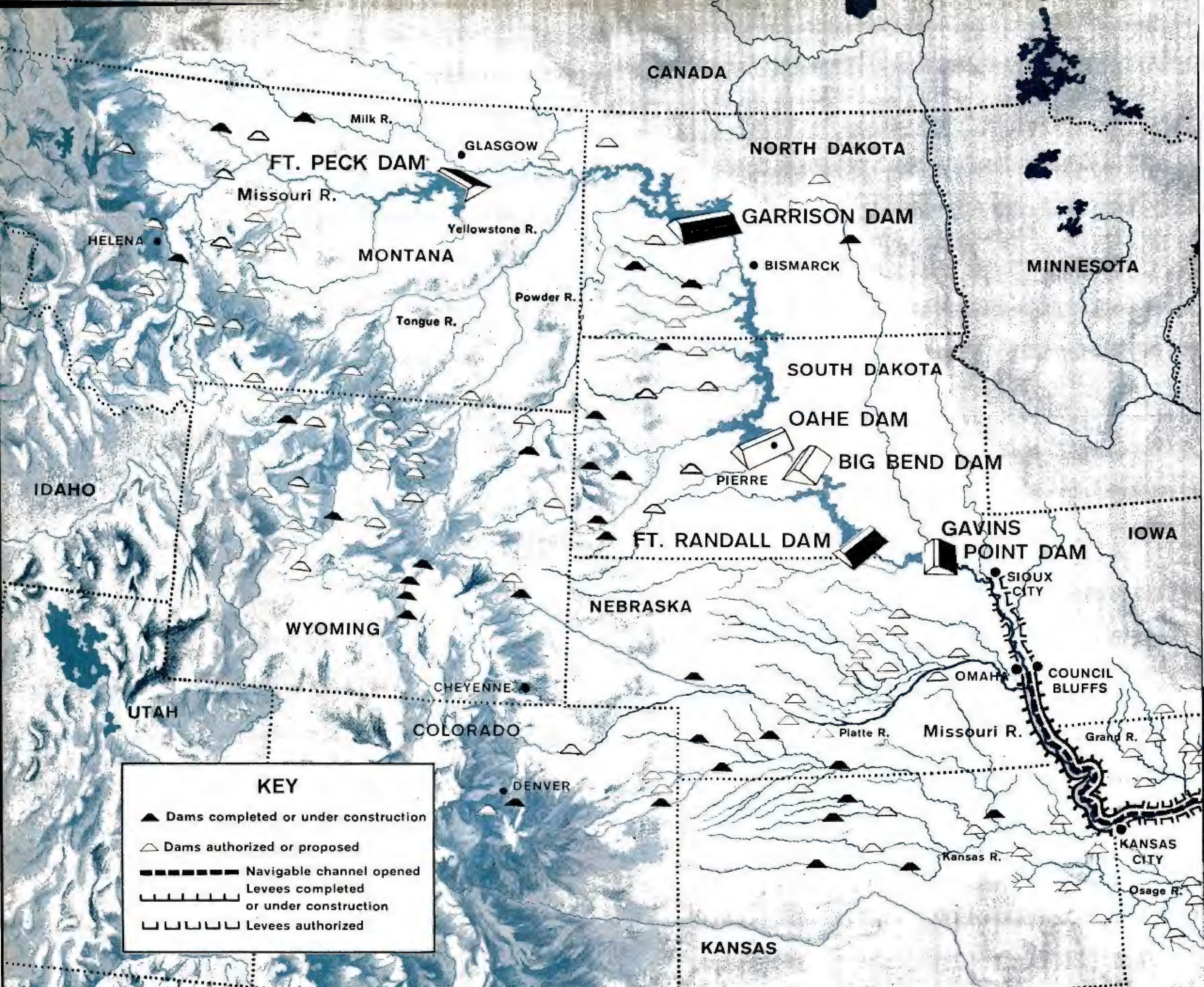
THE U.S. MASTERS THE BIG MUDDY

The waters that wildly rushed through the narrowing gap were the last that would ever flow unfettered past Gavins Point. With a few more loads of earth, the giant dragline working by floodlight had closed the gap in the dam, and the 2,470-mile-long Missouri River, for the first time in its destructive life, was now to all effects under man's control.

The people who live along the mud-swollen Missouri used to say that it was too thick to drink and too thin to plow. They dreaded its devastating floods which time and again wrecked cities and turned the fertile valley into watery wasteland. With the Gavins Point Dam added to the string of dams already up along the Missouri, there will never be another

disaster like the 1952 flood, the biggest ever experienced on the river. The victory, which affects 530,000 square miles of Missouri River basin, was won by means of an intricate and far-flung system of dams, dikes, reservoirs and levees (*next page*), a technological achievement which in scale overshadows every feat of engineering in history, from the Pyramids to the Panama Canal.

The program is scarcely half finished, but its benefits are already felt. Farmland has been reclaimed, industry has moved to the water's edge, recreation lands have opened in the barren Dakotas, and with the water already 30% freer of silt, the Big Muddy no longer deserves its name.



PICK-SLOAN PLAN sprawls across 10 Midwestern states. It calls for 137 dams (37 of which are completed or being built), 1,656 miles of levees and flood walls (328 miles so far built) and a stable channel from St. Louis to Sioux City. From St. Louis to Omaha the channel has been pinned down, but for the rest of the

way the channel is still "wild." Until all the dams are built, tributaries like the Grand and Kansas rivers may overflow and cause flooding on the lower Missouri. The U.S. Government will have spent nearly \$2.5 billion on the plan by the end of the year. It will cost another \$2.5 billion to carry it through.



CLOSED DAM at Gavins Point holds back Missouri with earth wall which will be widened to 600 feet.

GIANT TRUCK, a 52-ton Euclid, serves as roomy platform for officials at Gavins Point ceremony.





Missouri CONTINUED

THE \$5 BILLION PLAN COVERS SIXTH OF U.S.

The harnessing of the Missouri is the handiwork of two U.S. government agencies, the Army Corps of Engineers and the Department of the Interior's Bureau of Reclamation. Their grand strategy is embodied in the Pick-Sloan Plan, named after former Engineer chief General Lewis A. Pick and former Reclamation engineer William Glenn Sloan, who jointly conceived it. It is a sweeping program which provides flood control, hydroelectric power, irrigation and a stable channel for navigation.

Six great dams, strung along the main stem of the river, are the core of the plan and the special responsibility of the Engineers. Fort Peck Dam, highest in the river, was the first to be closed, in 1937, and was incorporated in the Pick-Sloan Plan, which came into being in 1944. Gavins Point Dam, lowest in the river, is the fourth to be closed. The reservoirs which will mount up behind the six dams will be so capacious that the Missouri would have to flow into them for three years to fill them up. The remaining 131 dams are smaller, and will help provide irrigation for 3,586,000 acres which are often too parched to cultivate.

Downstream the Engineers are dredging a stable, nine-foot-deep channel from Sioux City to St. Louis, anchoring it down with wooden piling and rock. Frequently they cut through dry land (right) to eliminate treacherous bends. To protect cities and the rich river bottom lands, they are hemming the river between massive levees and concrete flood walls.

The construction equipment they are using is in scale with the immensity of the enterprise. At dam sites double-sized bulldozers level earth scooped by the ton from the reservoir basin and the surrounding prairie and carted in specially built 52-ton trucks. By the time the plan is finished, enough earth will have been moved to bury Manhattan 23 feet deep.



STRAIGHTENING CHANNEL at Decatur, Neb., engineers prepare to block the main river channel with a diversion wall made of rock and piling (left) and re-route stream into man-made pilot channel. This already contains water but is blocked from river by earthen plug. Bridge was built ahead of time on dry land.



BLASTING THE PLUG of earth at head of pilot channel (above) transforms it into the new main channel (below) which will widen to 700 feet as the water flows through it. Diversion wall slowly becomes an impervious barrier as silt piles up behind it. Mud flats already show up in slack water of the old channel.





OUTLET TUNNEL through dam base is 3,200 feet long. Workers hoist steel to be welded as support.



YAWNING PORTALS, 105 FEET HIGH, FORM HEAVY

NEXT DAM TO GO UP IS A RECORD BUSTER



EARTH MOVERS stand in long row at lunch hour. → Working round clock, they move 92,000 tons daily.

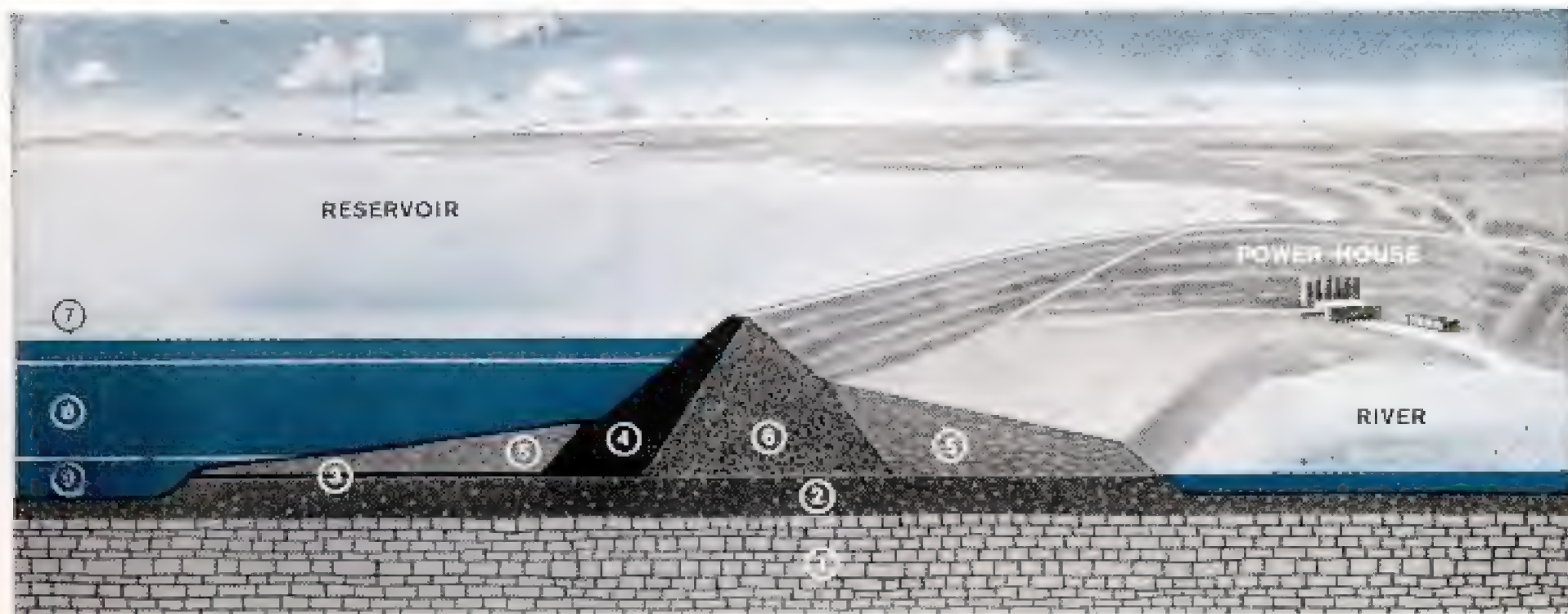


FACADE OF UNFINISHED OAHÉ DAM, AND WILL BE COVERED BY RESERVOIR. PORTALS OPEN INTO OUTLET TUNNELS AND CONTROL WATER FLOW THROUGH DAM

Though the four main stem dams have given Engineers virtual control of the Missouri, they will build two more to tighten their grip on the river and to provide extra irrigation and electric power. Under construction now is the Oahe Dam in South Dakota, the biggest rolled

earth dam in the world. Nearly a mile thick at its base, the dam is built up according to a carefully calculated formula (*below*). It is faced with packed earth and backed up with bulky shale. One wing of the dam is pierced by huge outlet tunnels (*left*) for controlled draining of

the reservoir. Cheaper to build than concrete dams, rolled earth dams are ideal when wide river valleys have to be spanned. When it is closed in 1958, Oahe will give additional impetus to expanding trade and industry, early fruits of the Missouri program (*next page*).



PROFILE SHOWS structure of Oahe Dam. Built on natural base of shale (1), bottom sediment (2), dam has five sections: an impervious blanket (3) and wall (4) of packed earth to halt seepage, ramps

(5) and buttress (6) of shale to add strength and bulk. A seventh of reservoir holds flood water (7), four sevenths (8) for irrigation and to keep channel full in dry months. The rest (9) is dead water,

BROKEN ROCK FROM MECHANICAL TUNNEL BORER IS CARRIED OUT ON CONVEYOR BELT →



A DOCILE RIVER BRINGS A RICHER, BUSIER LIFE TO THE MIDWEST



DISPOSSESSED SIOUX, Frank Ducheneaux, gazes across his 1,200 acres, which will be covered by Oahe Dam reservoir. He is one of 3,000 Indians who are making way for the program. With \$25,000 the U.S. will pay him he will have a chance to buy new land which, when irrigated, may be as fertile, and much safer.

ON THE QUIET WATERS one of the Missouri's fleets of new barges pulls into Kansas City at dusk with a cargo of sheet steel and pipe. Cities, in expectation of an even river flow, are financing new docking facilities. River traffic has already shot from 50,000 tons in 1952 to a predicted 500,000 tons this year.





YOUNG SOUTH DAKOTANS
ENJOY NEW RESERVOIR
AT FORT RANDALL DAM



HUDDLING WITH HARRIMAN, lunch guests listen as the host expounds to Clement. Among those present were Governors Meyner, Gary and McFarland.

SQUARING OFF FOR '56

The Democrats size up Stevenson and Harriman

In Chicago last week for their theoretically nonpolitical annual conference, the nation's governors perfunctorily went through the formality of discussing such agenda issues as roads and civil defense. Their minds were really on the 1956 presidential election. The Republicans were nearly unanimous for Eisenhower as their candidate. But the Democrats, providing a preview of their party's 1956 convention, had their eyes on the two men most of them regard as the principal rivals for their party's nomination. One was New York's Governor Averell Harriman, still an avowed supporter of the 1952 candidate, Adlai E. Stevenson, and the other was Stevenson himself. Each seemed to be running like a sheriff—Harriman slapping backs and shaking hands, Stevenson holding open house at his Libertyville, Ill. farm, 35 miles away. Some of his callers were insistent that he reveal his plans immediately, but Stevenson held them off. He promised, however, to make up his mind by late November.



HANDS OUTSTRETCHED, STEVENSON AND HARRIMAN EXCHANGE GREETINGS

A SPECTRUM OF OPINION ON PRESIDENTIAL POSSIBILITIES



RHODE ISLAND'S ROBERTS says he is for Stevenson, thinks he can win. He says he has "depth and understanding" of country's problems.



OKLAHOMA'S GARY says he has no choice, but that Stevenson and Harriman are "hot contenders." He thinks state would go for Harriman.



PENNSYLVANIA'S LEADER says his state is "traditionally very favorable toward Stevenson . . . but I haven't taken any position . . . yet."



ARIZONA'S MCFARLAND believes plenty of good men are available and Stevenson is at the top of the list, but it is too early to make a choice.



AS NEW YORK GOVERNOR ARRIVES AT FARM FOR A HALF-HOUR CONFERENCE



POSSIBLE RIVALS, Michigan's G. Mennen Williams (center) and Stevenson lunch with Stevenson's daughter-in-law at Libertyville. Governor Williams has asked Stevenson to announce his intentions, says he himself is not a presidential candidate but "would be proud to accept" if the nomination were offered.



POSSIBLE PARTNERS, Stevenson and the two governors mentioned as vice-presidential possibilities have pleasant chat. Above: New Jersey's Meyner. Below: Tennessee's Clement, who brought his wife. Clement says Stevenson is greatest candidate ever "temporarily" denied the presidency. Meyner is uncommitted.



ALABAMA'S FOLSOM "guesses" he is for "Soapy" Williams, says he prefers Truman, who "could lick the whole Republican party combined."



TEXAS' SHIVERS, who supported Eisenhower in 1952, says he would again refuse to support Stevenson in 1956. He likes Eisenhower's record.





SWIRLING CENTER of Connie at most violent stage was photographed from a Navy plane. The winds revolve counterclockwise around 20-mile-wide "eye."

HESITANT HURRICANE

Connie hits East Coast in year's first big blow

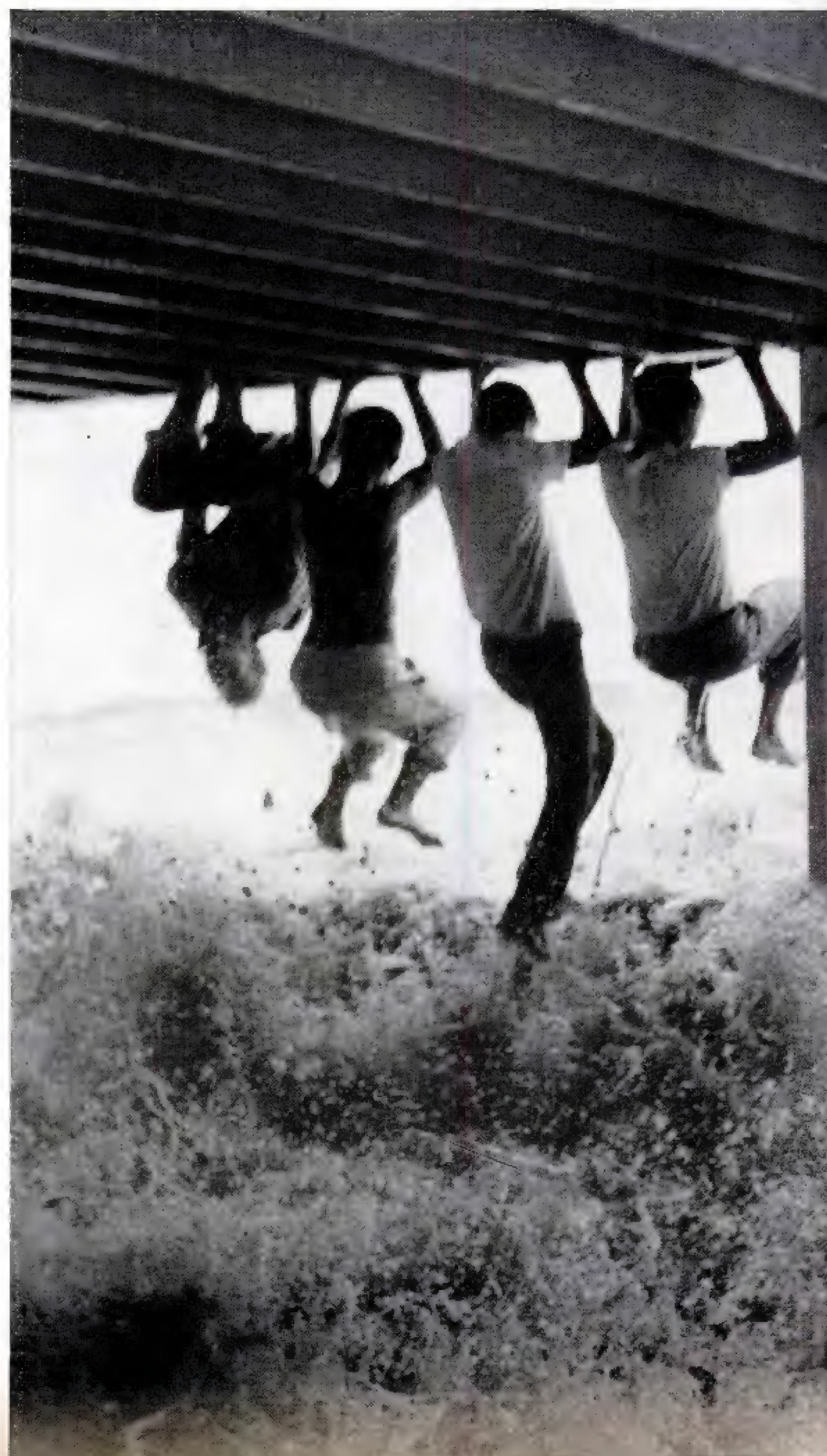
Up and down the Atlantic seaboard, hurricane signals fluctuated as wildly as the seas themselves. Storm warnings went up as Hurricane Connie, the season's first big blow, moved out of the West Indies and into the same general path taken by last year's disastrous Edna and Hazel. Then, 200 miles off the South Carolina coast, things got all mixed up. Another hurricane, named Diane, edged into Connie from behind, slowing its progress and reducing its 135-mph winds. For a day Connie whirled madly in one spot, and the hurricane signals were briefly lowered in some areas. Then, weakened but dangerous, the storm got going again and the signals went back. Torrential rains and flood tides hit as far north as New York. Finally, last weekend, the signals came down as Connie dissipated itself. As experts surveyed the damage—\$10 million in North Carolina alone—they cast a worried eye on Hurricane Diane.



HALF-SUBMERGED, abandoned cars clutter New York's Cross Island Parkway. Record August rainfall flooded 3,500 homes in New York, stalled trains.



FLOATING DANCE HALL, swept off pier at Sea Breeze, N.C., is drawn under a bridge. Damaged by Hurricane Hazel last year, building had just been rebuilt.





DANGLING DAREDEVILS (*below*) let towering waves hit them as they hang from a restaurant roof at Atlantic Beach, N.C. The hurricane struck nearby

Morehead City with 100-mph force and caused an estimated \$4 million damage in the area. Speedy evacuation by the police and Coast Guard prevented loss of life.



A FAIR EXCHANGE ABROAD

The world's first conference on peaceful uses of the atom, which began in Geneva last week, shows signs of producing profounder changes than did the recent meeting at the summit. The first Geneva may merely have altered the way nations talk, but the second may change the way men live. It is breaking down the barriers of secrecy and super-security under which the world's scientists have chafed for so long, barring them from that cross-fertilization of ideas on which scientific advances have always depended so much.

Like the global geniality which the earlier meeting brought, this new atmosphere also is the personal triumph of Dwight Eisenhower, for it was his dramatic 1953 proposal for a world-wide atomic pool which led to this exchange. From the beginning, the conference has been a regular "declassification fair," with the Russians and Americans alike plopping down, for all the world to see, complex formulas which a few weeks before had been as carefully guarded as they were furiously sought by spies. Each side had something to learn—the Russians that some of our reactor techniques are better than theirs, the Americans that some of the Russian methods of locating radioactive ores (through water analysis) are better than ours. If there had been any doubt that Soviet atomic science was expert and up to date, Geneva dispelled it—and by so doing removed some of the necessity for secrecy as strict as had once been justified.

It was high time to take off some wraps. Britain, with less rigorous restrictions upon atomics, stole a commercial march upon the U.S. by displaying, at Geneva, some 50-odd industrial atomic products ready for sale to all comers. By contrast, such U.S. giants as G.E., Westinghouse and others with advanced atomic know-how, complain that security red tape still ties their competitive hands. For example, one U.S. company which makes an apparatus to detect brain cancers (with an isotope of radioactive phosphorus) says it loses business abroad because its customers must fill out elaborate forms and frequently wait months for "clearance."

But there are hopeful signs that the AEC is now ready to act fast in clearing away these obstructions. After the first exhibits made clear how much everybody already knew, some of the American papers were rewritten to disclose still more information. Moreover, after other delegates to the conference talked freely about the prospects of harnessing the energy of the H-bomb, AEC Chairman Lewis Strauss declassified the fact that the U.S. has already launched a long-range project to conquer this greatest of all atomic problems (the operation is called "Matterhorn," after the peak which man had never scaled until 1865). Until it is solved, the backward areas of the world will have to place their hopes for cheap power and quick industrialization on fission reactors—power which the exhibits and data indicated can soon be made very cheap, particularly through the "breeding" of thorium, a plentiful mineral, to make it fissionable and to yield, as if by magic, more energy than went into the process. Such prospects open magnificent vistas for mankind. But if the fusion process, which takes place in the H-bomb, can be controlled, the vistas are unlimited, for the very waters of the sea can then be utilized as fuel. The limitless energy thus produced, virtually without cost, could, for example, reclaim most of the world's deserts.

Such were the heady prospects which Geneva dangled before the world's millions who have been trembling in fear of atomic holocaust. Could frail and fallible man ever reach them without blowing himself up along the way? Numerous and enormous "ifs" stand in his way, the biggest being the still unanswered question as to whether the Communist half of the world is genuinely willing to try "competitive coexistence," genuinely ready to let the conquest of science replace its past goal of the conquest of man. As for man's hope, he could only place it upon that ancient rock which Lewis Strauss evoked: "My faith tells me," he said, "that the Creator did not intend man to evolve through the ages to this stage of civilization only now to devise something that would destroy life on this earth."

A FAIR CLIMATE AT HOME

A welcome change in climate also is noticeable at home. Only a year ago the cloud of McCarthyism still hung above the land and the excesses of an inflexible security program caused some citizens to fear for democracy's future.

There are some fresh and heartening signs that the old American trait of fair play is stronger than ever. No one disputed that the U.S. Navy made a stupid decision in denying a reserve commission to Midshipman Eugene Landy, a conservative young patriot, because his mother was once a Communist. But the nice thing was the unanimous outrage with which scores of U.S. newspapers—covering a political spectrum from the Fair Dealing New York *Post* to the flag-waving New York *Mirror*—cried out against the injustice, a cry echoed by numerous members of Congress. Whenever the press is that alert to a wrong it is usually set right, pronto.

In Augusta, Ga. some misguided race supremacists forced the cancellation of the local "soap box" derby because two Negro youngsters had entered it. But notice how the South's own sense of fair play quickly asserted itself: the Charlotte (N.C.) *News* invited all the Augusta contestants, Negroes included, to come and join the Charlotte derby instead. Nine of them did, including both Negroes. There were 22 other Negroes in the Charlotte race, which, by the way, was won by a white Augusta boy.

Over the years, two U.S. Government agencies which often seemed the most arbitrary and highhanded in their actions

have been the Immigration Service and the State Department's Passport Office. If an immigrant's papers were not in order, he was held like a criminal at Ellis Island, often for months; aliens served with deportation notices were put under automatic arrest, and the examiner acted as judge, jury and prosecutor. In the Passport Office, what had once been the birthright of any citizen to travel freely—a right as old as the Magna Carta—had been gradually abridged until some applicants could wait years without getting either a passport or the particulars for its refusal.

But the Immigration Service had been gradually reforming its practices: only suspected criminals or subversives among immigrants are now detained. Now it announces that it will stop the automatic arrest of deportation cases. Moreover an examining officer will present the government's case but somebody else will judge it. The Passport Office also has been changing its habits ever since several federal court decisions recently forbade it to deny passports without due process of law—in other words, grant the individual a hearing, produce the evidence, and give him the right to appeal. As a result, the Passport Office has been issuing many previously pigeonholed passports, including one for the head of the Independent Socialist League, which, though anti-Soviet, has been listed as subversive. Thus democracy works to patch its flaws. Undoubtedly it still has others, but we welcome all these signs of its inherent vigor.



FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE NESTLÉ OF CAMPBELL'S SOUP CO.

Here's MACARONI that "tastes like home" with half the usual fuss. It's Franco-American!

THE NEXT TIME your family expresses a yen for macaroni, we suggest you serve Macaroni by FRANCO-AMERICAN.

Here's a dish that's enticing to look at. Wonderful to eat. *And far easier to fix than the homemade kind!*

It's made with a smooth, irresistible cheese sauce that would take plenty of patient stirring to duplicate in your own

kitchen. But, with Franco-American Macaroni, here is all you do:

Simply place in a casserole, top with buttered bread crumbs, and brown quickly in your oven. It's all ready in about 20 minutes!

If you're really rushed, you can merely heat the contents of the can in a saucepan. Whatever way you fix our Macaroni,

the good, home-tasting flavor is *there*.

Why? Here's why. We use the same kind of ingredients *you* would. Aged natural Cheddar cheese. And butter and milk, fresh from the farm.

Naturally, our Macaroni is wonderfully *nutritious*. One average serving has more protein than a farm-fresh egg. All for about *nine cents a serving!*





"SUPPER ON THE SAND" by Douglass Crookwell. Number 111 in the Series "Home Life in America"

After a day in the sun—

What makes a glass of beer taste so good?



Malted barley and other grains are carefully selected from our country's choicest crops. The tangy hops that give beer its distinctive taste are harvested only when their flavor is at its best.



Pure, clear water—as pure as finest spring water—and brewing equipment kept absolutely spotless to maintain that purity.

Important minerals—including certain basic elements our bodies use up every day—are among the natural ingredients of beer.



The way it "goes with everything." Beer fits right in with the friendly informal kind of social gathering that's so typically American. That's why beer and ale are traditionally considered *America's Beverages of Moderation*.

Beer Belongs—Enjoy It!



A LOOK AT THE WORLD'S WEEK



MASKED FOR A MELEE

Masked and goggled against tear gas, South Korean rioters prepared to charge a U.S. Army camp. They wanted to throw U.N. truce teams, particularly the Communist Polish and Czech members who were housed in the camps, out of Korea. U.S. troops drove the mobs back.



DRESS DUDS FOR A RED

In cardigan, knickers and knee-length stockings, Italian Communist Boss Palmiro Togliatti looked quite in the height of European fashion as he vacationed with his niece. But Togliatti was accompanied by his bodyguard (*center*)—without whom no Red bigwig is ever complete.

HIT OFF A PITCHER

Connie Ryan, manager of the Corpus Christi Clippers in Texas, clipped an extra hit off Pitcher Billy Bagwell of the Port Arthur team. The incident took place after Bagwell angrily threw a baseball at Ryan's star pitcher, Rene Vega, who had just tagged Bagwell for a home run.

CONTINUED





AIRMAN'S GOOD EARTH

As soon as the 11 U.S. airmen recently freed by Red China had landed at Travis Air Force Base in California, Airman Harry Benjamin dropped to his knees and exultantly kissed the good American earth. "I was planning to do it for months while I was in prison," he said.

CALLING A NEW HOG

Presented with a new boar by admirers from Glenwood, Minn., President Dwight Eisenhower showed his appreciation by uncorking a surprisingly good hog call. Some moments later he glanced at his watch and went back to signing congressional bills at his Gettysburg farm.



VOICING A COMPLAINT

Harold Talbott (*left*), ousted as Secretary of the Air Force because he mixed private and official business, bowed out by telling off his ex-boss. At a Pentagon meeting, reporters overheard him saying to Defense Secretary Wilson, "You haven't done one thing to defend me."



When you rent a car from **Avis**
you get extra days of vacation fun!

This time, leave your family car at home and start relaxing immediately on the plane or train. This time, *after* you reach your pleasure grounds, step into the spotless new Plymouth or other fine car that's waiting for you at the airport or station.

You've saved long hours, even days on the road... yet your family vacations with all the advantages of having your own car.

And you can rent an Avis car in minutes for business or pleasure. Call your local Avis office (it's listed under "A" in the phone book). Or ask the agent who sells your plane or train tickets. Have an Avis car reserved for you... for as long as you need, wherever you want it. Avis Rent-a-Car System, Inc., Hotel Statler Building, Boston, Mass.

Avis
RENT-A-CAR
AWAY OR AT HOME...
A CAR OF YOUR OWN



They might still be en route if they took the family car. But they are having extra days of fun by renting a car from Avis after arriving by train or plane. In New

England, you pay as little as \$6 per day plus 7¢ a mile... with all the gas, oil, service and insurance included. There's never an extra charge for extra passengers.



Gentler than Words

THERE ARE THOUGHTS so gentle, words can't say them. But gentleness speaks for itself. And in a cigarette gentleness is what modern taste demands. That's why today's Philip Morris—born gentle, refined

to special gentleness in the making—has such appeal for our young smokers. Enjoy the gentle pleasure, the fresh unfiltered flavor, of today's Philip Morris. In the convenient snap-open pack, regular or smart king size.

Philip Morris

...gentle for modern taste





IN DEEP STUDY, Canadian businessman W. A. Montgomery (left), British Engineer Shull Arms (center), U.S. Physicist S. Krasik view Russian reactor model.



QUIZZICAL SCRUTINY is bestowed on another Soviet reactor model by Dr. W. G. Marley (right) and D. W. Fry of Britain's Harwell atom research center.

ATOM EXPERTS' SHOPPING SPREE

In Geneva last week 1,100 atomic scientists, along with other observers from all over the world, behaved like housewives in a bargain basement as they inspected models of nuclear marvels on display. Britons and Americans were impressed by Russian progress (above). But the big news was made by India's Homi J. Bhabha, who predicted

that fusion power would be harnessed for peaceful use within 20 years (*Editorial*, p. 32). He even guessed how it might be done: either by exploding a controlled H-bomb or by fusing atomic particles in an atomic accelerator. With that much already said, British and U.S. officials finally admitted that they, too, were working on the problem.

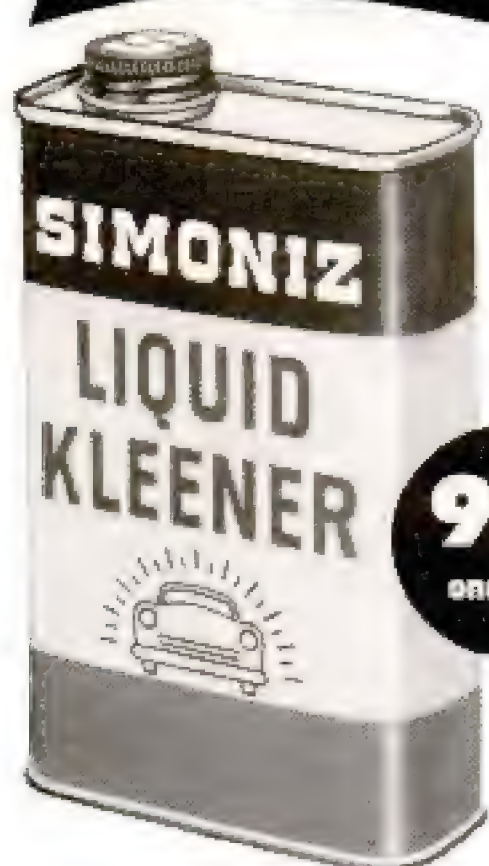


INDIA'S HOMI J. BHABHA

ROBOT HANDS, A U.S. EXHIBIT, LIGHT CIGAR FOR SENATOR BRICKER. HE AND SENATOR HICKENLOOPER (LEFT) ARE ON JOINT COMMITTEE ON ATOMIC ENERGY



PRE-LABOR DAY SHINE-UP SALE



98¢
one pint

SIMONIZ LIQUID KLEENER

Just wipe on, let dry, wipe off, and your car is clean, bright, smooth as silk. Takes off dirt, road film, other elements that dull the finish. A *must* before using any wax; handy for quick clean-ups.

SIMONIZ E-Z-2 CHROME AND METAL CLEANER

Rust is the worst enemy of chrome and metal. E-Z-2 takes it off! Safely. Quickly. Easily... without hard rubbing. Also wipes away other types of discoloration.

50¢
½ pint



SIMONIZ WHITESIDE TIRE SPRAY

Easiest ever! Just squeeze and spray liquid on tire, wipe and rinse—your tire's white as new! No rubbing... makes whitewalls snowy white.

98¢
12 oz.

SIMONIZ TAR REMOVER

Cuts through tough, sticky tar on car finish. Takes off oil, grease, other elements that cleaners won't remove. Easy to apply. Can't harm finish.

75¢
½ pint



SIMONIZ SPRINT CAR WASH

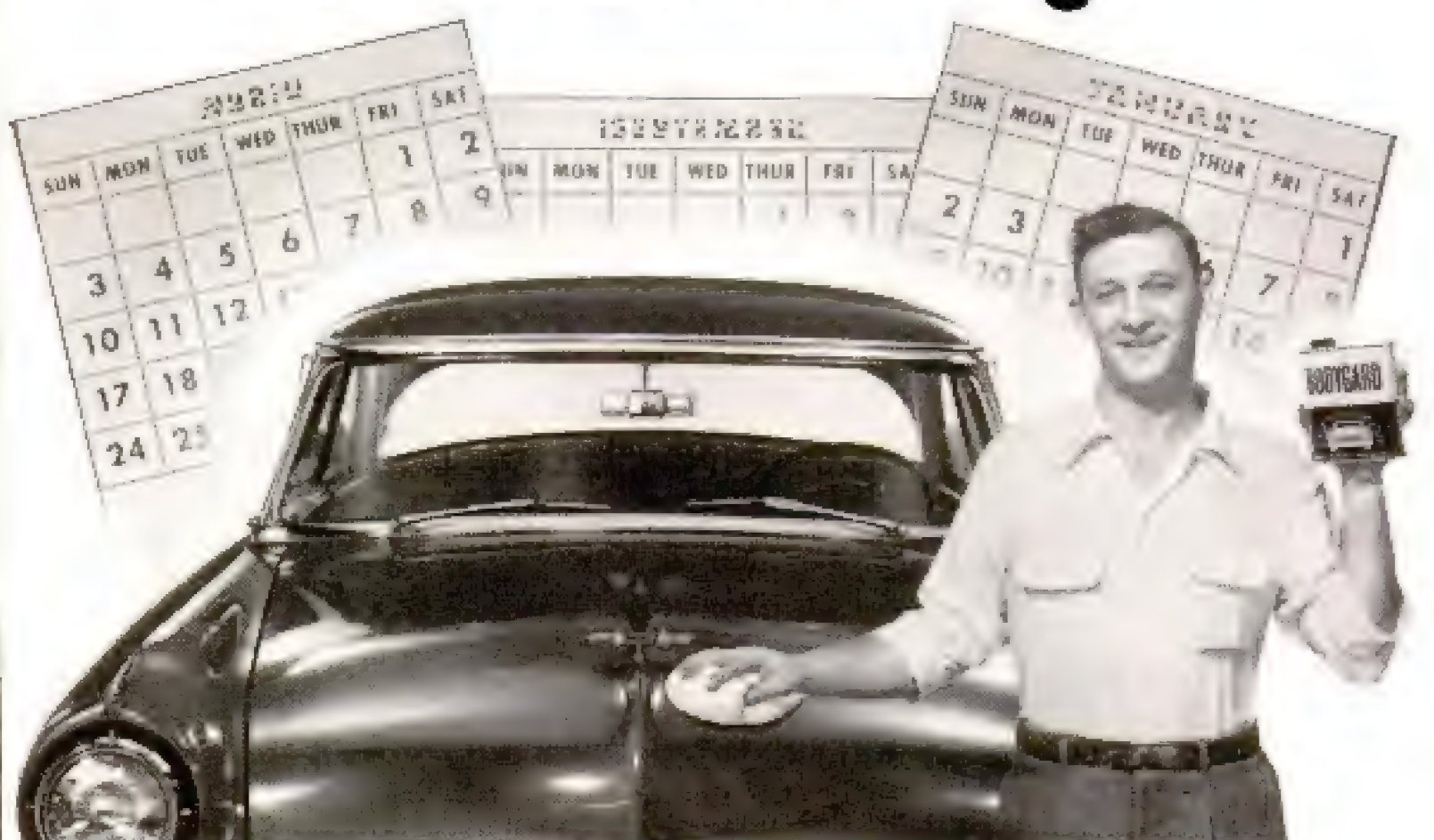
Washes your car clean without removing valuable wax protection. Easy! No muss. Dissolve one tablet in tap water, any temperature. Then float off the dirt. 12 Giant Tablets per roll—12 Washings.

75¢
12-Tablet Roll



"SIMONIZ," "BODYGARD," "KLEENER," "E-Z-2," "WHITESIDE," and "SPRINT" are trademarks of Simoniz Company

What good is a "short-life" shine? Liquid Bodygard protects all season long!



Most polishes that promise to *both* clean and shine your car—are *cleaners*, and nothing more. They leave a thin gloss, but give your car no protection. Compare them with these *Bodygard* features:

- **PROTECTS**—Bodygard wipes on wet, but dries to a tough, rock-hard coat. Keeps destructive road and weather elements off the finish of your car. Stops color fade-out.
- **LASTS**—Rock-hard Bodygard stays bright... keeps on protecting your car. One application will last right through a three-month season.*
- **EASY**—Bodygard's a liquid. As easy to apply as any "clean-and-shine" polish. Just wipe it on.

True Simoniz Quality
in a Liquid Car Wax
Only

98¢

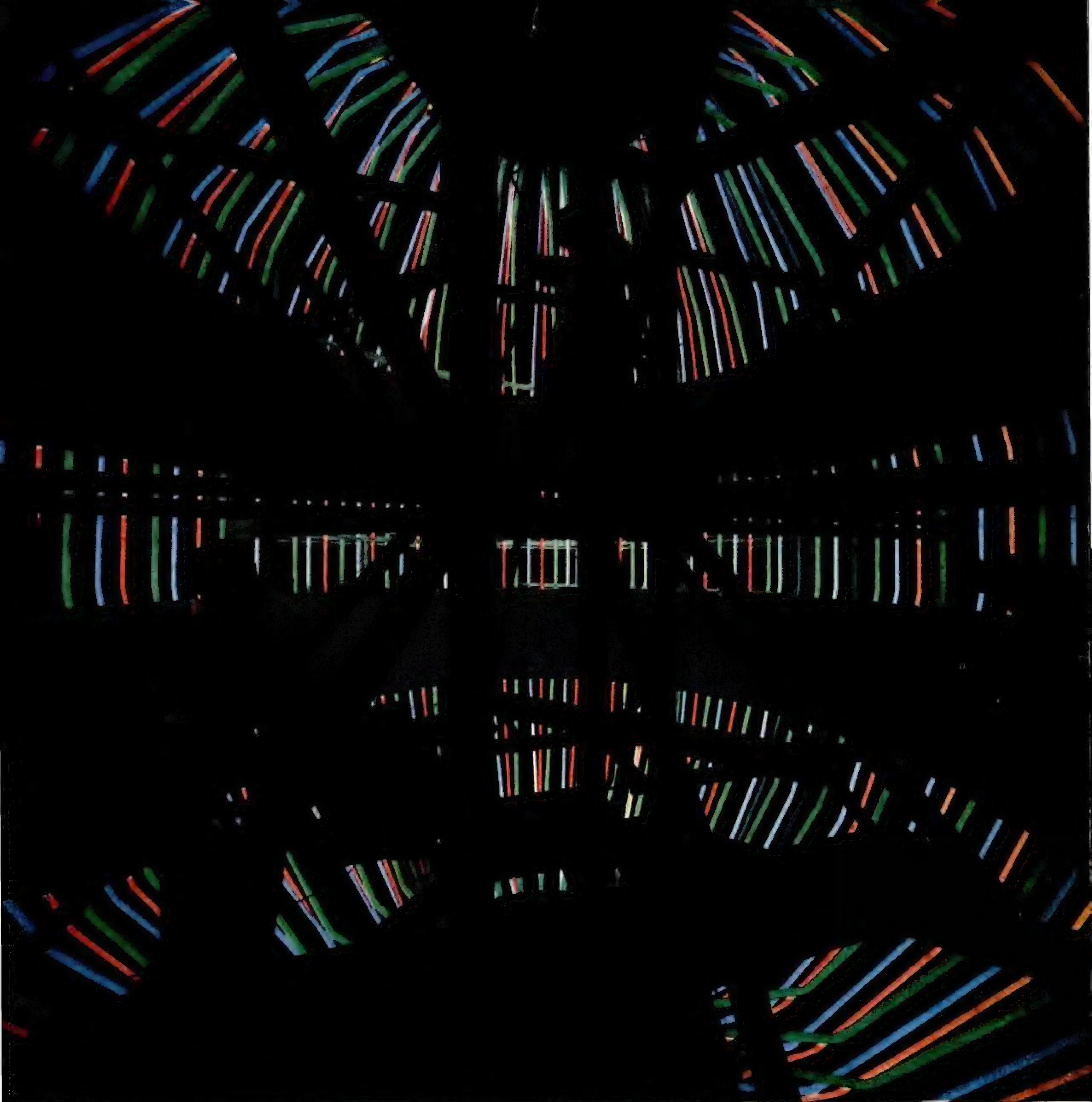
Use a SEPARATE Cleaner FIRST!

Sorry—but no matter *what* you *hear*, combination "clean-and-shine" polishes *cannot* protect your car.

So be sure to use a *separate* cleaner. Before you use Bodygard, give your car a fast once-over with Simoniz Liquid Kleener. It's quick, thorough, easy!

*The life of the toughest protective wax varies slightly with use of car, and amount of exposure.





INSIDE THE BALL WITH ITS COLORS AGLOW, TWO ELECTRICIANS, HAROLD MILLER (TOP) AND CHARLES O'CONNOR, TEST THE TUBES AND TRANSFORMERS

COLORFUL FORECASTS FOR HOUSTON'S WEATHER



GREEN IS NO CHANGE

Until recently people in Houston, Texas found out the weather forecast in the old-fashioned ways, like reading newspapers, listening to the radio, watching TV. Now they can just look out the window. From anywhere in the city—and at night from 25 miles out—they can see a colored ball glowing 385 feet high in the air. A Plexiglas sphere 18 feet in diameter and lined with 2,200 feet of light tubing (*above*), the ball

changes color to predict the weather: red for warmer, green for no change, white for cooler and blinking light for rain.

The weather ball rests on top of an 85-foot-high tower mounted on the roof of a new skyscraper being built by two Texas companies. To insure equal billing, the companies' signs are mounted back to back on the tower and are rigged to rotate, flashing the two names endlessly under the weather.



RED IS FOR WARMER



SOPHIA IN SORRENTO, shooting scene with Italy's leading male movie star Vittorio de Sica, saunters across the flag-festooned plaza in her Sunday best.

In this film, first all-Italian production in color and CinemaScope, she plays a 21-year-old fishmonger who vamps police chief De Sica out of his apartment.



SOPHIA LOREN'S FACE AND FORM APPEAR ON COVERS OF GERMAN, SWISS, FRENCH AND ENGLISH PICTURE MAGAZINES BESIDES THOSE OF HER NATIVE ITALY

A SAGA OF SOPHIA

Italian movie star is Europe's new cover queen

Just as 1954 was the Year of Gina in Italian movies, 1955 has become the Year of Sophia. The popular successor to Lollobrigida is Sophia Loren, a 21-year-old Neapolitan girl of indifferent acting ability but of such sensuous physique and beauty that she has become the Continent's foremost cover girl. Above are a dozen of her European magazine covers and this week she makes an American appearance on the cover of LIFE.

Sophia was unknown in movie circles until three years ago. She had placed third in a beauty contest and modeled for true confession magazines. Then she caught the interest of an Italian movie magnate and also, because she loved posing almost anytime and anywhere (see next page), caught the eye of Italian editors. This year, when Gina refused to make a third film in the lucrative *Bread, Love* series (*Bread, Love and Dreams*, *Bread, Love and Jealousy*), Sophia, who has overtaken Gina at the box office anyhow, was hired and is now (opposite page) making her biggest picture.

SOPHIA OBLIGINGLY POSES FOR PHOTOGRAPHER UNDER CHAIR IN HER HOME →





Make the right impression
with smart, new *Wheary* luggage

Gay, smart, distinctive . . . Wheary *Chic Miss* luggage is a perfect reflection of your love of quality, your fine taste in fashion. Practical as it is beautiful, too. Coverings are virtually scuffproof. Interiors are roomy and lovely, with rich crepe linings and other touches you'll find only in quality luggage. Yet *Chic Miss* is surprisingly inexpensive. So be smart—choose your Wheary luggage ensemble now. On display at better stores everywhere.



Wheary *Chic Miss* Hat Box \$20
... 15" Train Case \$25 ... 18"
Overnite \$25 ... 21" Overnite \$25
... Shoe Box \$25 ... 24" Week-
end \$30 ... 15" Train Case with
Tray \$30 ... 15" Fitted Case
\$32.50 ... 18" Utility Case \$35
... 21" Wardrobe \$37.50 ... 26"
Pullman Case \$37.50 ... 29"
Pullman \$45...32" Overseas \$60.
Plus taxes.



DIVISION OF THE HARTMANN LUGGAGE COMPANY, RACINE, WISCONSIN

Sophia CONTINUED

ANY OLD GAG FOR THE PICTURE



SOPHIA'S SOFA in her own apartment in Rome is used as the setting for one of the thousands of publicity pictures for which the actress amiably poses.



FAKE INDIANS, rounded up by a photographer from a nearby touring circus, waited four hours till Sophia was free to leave her studio and be lassoed.



LEG SHOT with nobody looking but a rag doll Pinocchio was made by a French photographer trying desperately for a new angle on a classic pose.



When Gin and Tonic is the call...or
someone wants a cool Highball...

both taste better with **CALVERT**

Just raise a tall, cool Calvert highball to your lips and taste the difference. You'll know, at once, that this wonderfully mellow whiskey is smoother — so much *smoother* going down.

And bright, clear-tasting Calvert Gin makes a Collins or a Gin and Tonic extra dry, extra smooth and delicious. Always call for Calvert Whiskey . . . Calvert Gin . . . and have them *both* when folks drop in!



CALVERT RESERVE BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLED LONDON DRY GIN — 90 PROOF — DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CO., N. Y. C.

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Scores every time...



FILTER TIP TAREYTON

WITH THE PEARL-GRAY ACTIVATED CHARCOAL FILTER

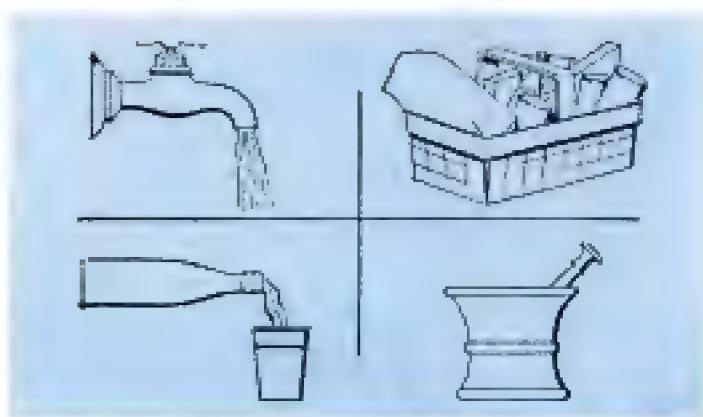
can't be beat for true tobacco taste!

Famous Tareyton quality tobacco...the finest of easy-drawing filters...a genuine cork tip. Altogether you get true tobacco taste and much more smoking enjoyment from Filter Tip Tareyton. It's the best in filtered smoking!

ACTIVATED CHARCOAL, WORLD-FAMOUS PURIFIER



Activated Charcoal is the substance used to purify air in America's new atomic submarine.



Activated Charcoal is also used to purify water, foods, beverages and pharmaceuticals.

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Only **FILTER TIP**
TAREYTON
gives you
Activated Charcoal
filtration



©A.T.CO.

ANY KIND OF ROLE, SAD OR GAY



AS ILL-STARRED AIDA, in her only picture to be shown so far in America, Sophia, one Roman critic said, "registered all emotion with her bosom."



AS A COMEDIENNE in *Too Bad She's Bad*, Sophia does her best acting job to date. In this scene she lolls on the beach with Italian Actor Raf Vallone.



AS A GRANDE DAME in *Neapolitan Carousel*, Sophia Loren will be seen by U.S. audiences this fall when she will also make her first visit to America.

new!

for "in-between permanent" stragglers . . .

for smart, breezy "end-curl" styles that need no more than 18 curls!

Tip Toni

the Tip curl permanent!

1 Tip Toni gives you just enough waving lotion to put new curl where old curl fades first . . . the tips of your hair! Now, with Tip Toni . . . you can avoid those annoying, droopy stragglers, the messy, unkempt look of a "half-gone" permanent!



FOR "BETWEEN PERMANENT" STRAGGLERS!



2 Tip Toni is just wonderful for the new short styles or long coifs that call for smooth crowns . . . bangs and pony-tails, too. Tip Toni gives you enough lotion for up to 18 curls; puts your waves exactly where you want them for today's smart "end-curl" styles!



FOR "PARTIAL" PERMANENTS



- Fresh Air Waving Lotion!*
- Lanolin-Treated End Papers!
- 10 Minute Waving Time!
- No-Dab Neutralizing!

Either way you use Tip Toni . . . from start to finish, it's the world's fastest permanent!

Very Gentle—Super—Regular

P.S. If you want more than 18 curls, get an All New Toni with full-size bottle of Fresh Air Waving Lotion!*

Odor-free . . .
Frizz-free . . .
Trouble-free
as a wave can be!

*Patents applied for
©1955, The Gillette Company



IN 1954 THE GARLANDED STATUE WAS SLOWLY LOWERED INTO THE SEA

SEQUEL

A DEEP WATER SCRUB-UP



UNDERWATER ANIMAL AND VEGETABLE MATTER INCRUSTED STATUE AND DIMMED ITS OUTLINES UNTIL IT COULD BE SEEN ONLY WHEN WATER WAS CALM



Submerged statue is given a cleaning

Since it was sunk into position on its concrete foundation 56 feet deep in the San Fruttuoso Bay near Portofino, Italy a year ago (LIFE, Sept. 13, 1954), the 8-foot-tall underwater statue of Christ, arms uplifted in a traditional attitude of prayer, has grown fuzzy with heavy incrustations of underwater life. Designed as the "Christ of the depths" to be seen by fishermen and pleasure boat sailors as they pass between their home ports and nearby fishing grounds, the statue was blurring out under the layers of algae and mollusks, and even a couple of sea urchins. So four stout swimmers undertook a job that promises to be an annual chore. Equipped with masks, foot flippers and stiff brushes they dived below the surface to comb the barnacles out and give the statue a brisk scrubbing up.

← **BRUSHING AND POLISHING**, two men labor over the statue, one working with a stiff-bristled brush. It will take until the end of the month to finish job.

Another new
Pillsbury
fresh-dough*
timesaver!



IN THE NEW
E-Z OPEN CAN....
NOTHING TO CUT!

New Pillsbury Quick Cinnamon Rolls

Not a mix! 8 rolls of fresh dough, already spread with cinnamon and sugar, in a new easy-open can. A twist of the wrist and you're baking. Just put 'em in a cake pan.

Then bake 'em . . . perfect every time. Taste this new kind of cinnamon roll that's sweet, spicy, heavenly light. Deliciously different from the ordinary kind.

***fresh-dough** keeps fresh in your grocer's dairy case. Keeps fresh in your own refrigerator like milk, cream, cheese and other fine, fresh foods.



P.S. A twist of the wrist and you're baking Pillsbury Buttermilk Biscuits, too!

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Quick frozen—for quick serving

An old-fashioned fried chicken dinner

with fluffy mashed potatoes

Remember how Mom used to get up early every Sunday to fix a scrumptious chicken dinner? *We* do . . . so we've patterned our newest TV Dinner after that good, old-fashioned feast. However, *our* complete chicken dinners are all cooked and ready to pop into the oven on their own individual serving trays. No thawing.

In 25 minutes, you'll be enjoying this

irresistible well-balanced meal: Plenty of extra-meaty, extra-tender, golden-fried Swanson Chicken . . . garden-fresh vegetables . . . and fluffy mashed potatoes whipped in milk.

You never cooked so well, so fast before. Do get Swanson TV Chicken Dinners for your family right away. Now available at frozen food counters.



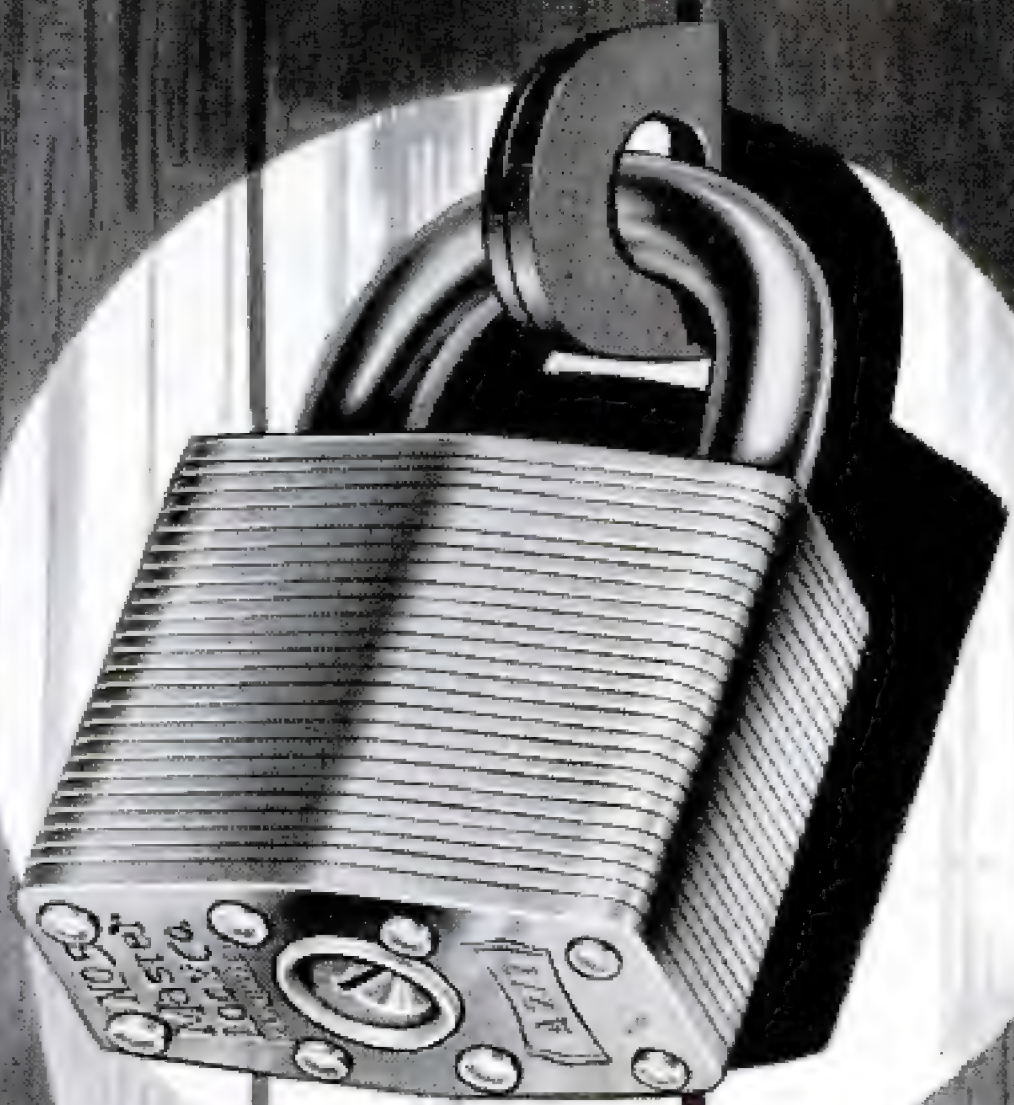
Swanson TV Dinners



Made by the makers of Campbell's Soups

C. A. SWANSON & SONS • OMAHA 8, NEBRASKA

Crime Stopper!



Master LAMINATED Padlocks

**the BEST SECURITY
for your VALUABLES**

USE
Master Padlocks
FOR

Garages • Utility Sheds •
Oil Tank Caps • Sports
Equipment • Fruit Cellars
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Boxes • Food Freezers •
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Protect your property and valuables from burglars with MASTER PADLOCKS! Laminated case construction, genuine pin tumbler locking mechanism and many exclusive patented features make MASTER the world's strongest, most trusted padlocks! 25c to \$4.00, in a variety of sizes, at hardware stores and locksmiths everywhere.

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ALWAYS ON GUARD — DAY AND NIGHT —

MASTER LOCK COMPANY

MILWAUKEE 45, WISCONSIN

World's Largest Padlock Manufacturers

Unlikely Star CONTINUED



SAFE AT FIRST BASE, Mary coolly blows her bubble gum. She chews and pops throughout her games, the way big league players chew and spit tobacco.



WELL-EARNED RECOGNITION is accorded Mary by town domino players who, though they seldom let anything interrupt, stop the game to talk to her.



WITH TEAM'S COACH, Frank Ott, Mary talks baseball on her porch. Ott denies credit, saying, "Mary just seems to know what to do with a baseball."

AN OKLAHOMA TEAM TURNS UP AN UNLIKELY STAR



IN DUGOUT MARY WAITS WITH TEAMMATE FOR TURN AT PLATE. "I LIKE BATTING BEST," SHE SAYS.

Kemp's girl pitcher strikes out and outhits boy baseball players

When the townspeople of Kemp, Okla. (pop. 158) organized a kids' baseball team, they had to search hard to find enough fast, sharp-eyed ballplayers to fill the line-up. They turned up only eight boys and then, forced to an unpromising compromise, took on a pretty farm girl, Mary Waitman, who had won a reputation as a good basketball player but was an unknown quantity at baseball.

In the first game Mary played at first base

without any errors and got three hits out of her four times at the plate. As the season progressed the boys found out that she had a wing on her that could sting through their mitts, and they made her the pitcher. Mary, who is now 15, became the star of the team and a heroine of the town, winning 14 out of her 16 games and hitting a tremendous .470. "I don't mind that she's a girl," says a teammate. "I've always liked playing with boys," says Mary.



PITCHING with whiplash throw, Mary holds team in nearby Durant to two hits. Kemp won 14 to 2.



Time you enjoyed a
lemonade lift!

Refreshing! Lemonade's the beverage that picks you up... *without letting you down!* That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can... add water, ice. *Nice!*

Tangy! Frozen Lemonade with CALIFORNIA on the can contains the sweetened, fresh-frozen juice of the finest lemons that grow... *California lemons.* So look for that magic word CALIFORNIA.

Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator... let your youngsters help themselves!

The finest brands
of

FROZEN
concentrate for
LEMONADE

are packed in
sunny California
where the best
lemons grow!

Look for
CALIFORNIA
on the can!

so easy now with
FROZEN LEMONADE
from sunny California

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA



THESE SMART SWEATERS OF "ORLON" PRICED UP TO \$11 ARE TYPICAL OF "THE SWEATERED LOOK" YOU'LL SEE IN FINE STORES EVERYWHERE. AND LOOK FOR "ORLON" IN SKIRTS, SLACKS, AND SHIRTS, TOO.

THE SWEATERED LOOK goes back to school
in softer, care-free ORLON

REG. U.S. PAT. OFF.



This fall's sweaters are schooled in new ways. Now in Orlon*, they're softer. They're care-free. And with new styling that takes you right around the clock—in THE SWEATERED LOOK. Classics are just the start. With V necks that team up with skirts or Bermudas . . . slip-ons with detailed collars . . . cardigans matched to slim dorm pants, or lined to match dresses, there's a wealth of choice in luxury-soft "Orlon".

And with "Orlon" acrylic fiber, old-time sweater fuss is out. *These* sweaters wash so easily without blocking that a whole sweater wardrobe's the most practical thing in the world. You just suds gently . . . rinse . . . then dry flat on a towel. Sweaters of "Orlon" will keep their size, their softness, their smartness! That's why you'll want to wear THE SWEATERED LOOK in "Orlon" this fall.

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

*"ORLON" IS DU PONT'S REGISTERED TRADE-MARK FOR ITS ACRYLIC FIBER. DU PONT MAKES FIBERS, NOT FABRICS OR GARMENTS.

*This Dad knows
brushing after meals is best,
but it's not always possible.*



New Gleem Toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys decay- and odor-causing bacteria!



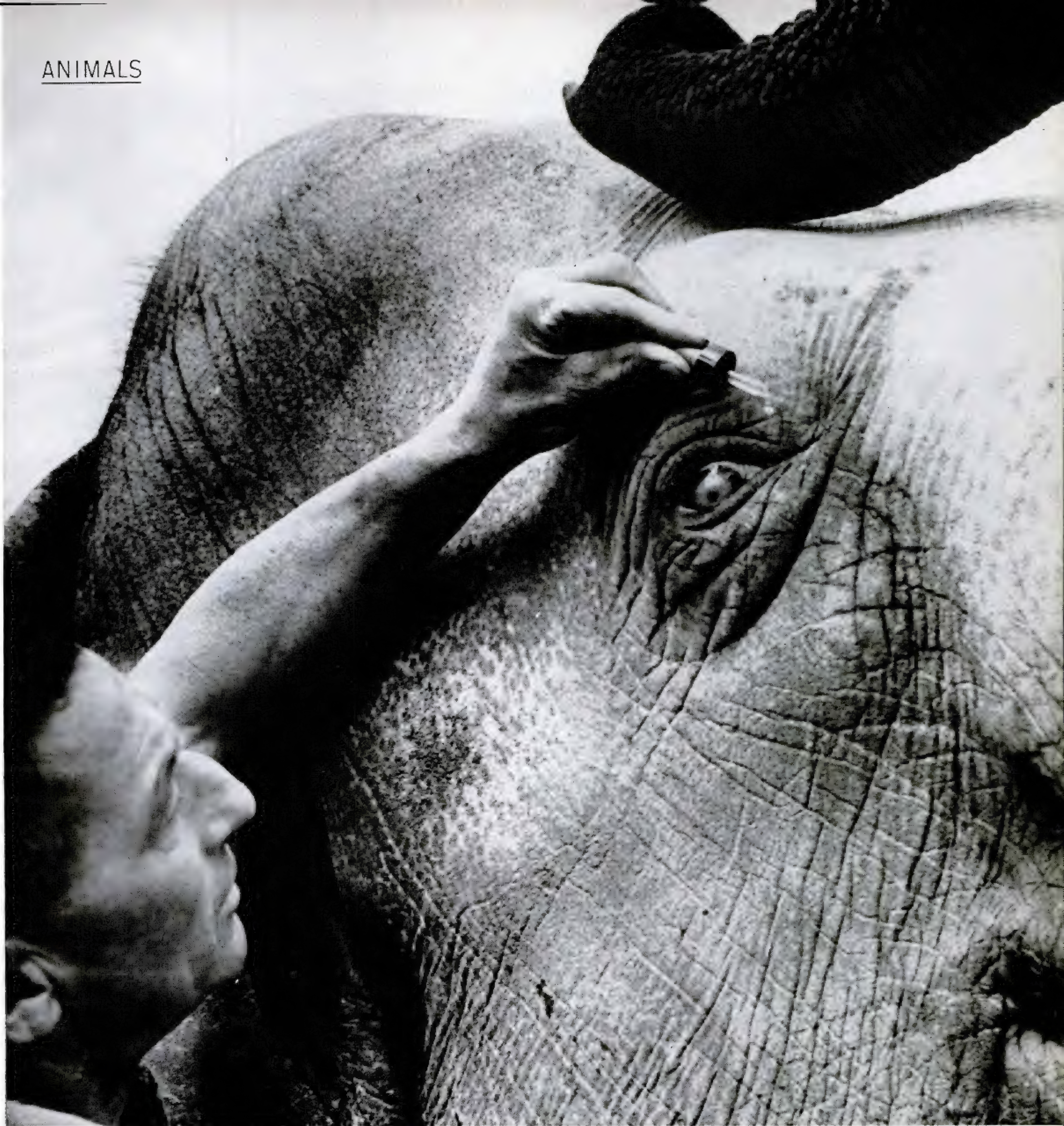
Mouth odor stopped all day for most people with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives *all-day* protection against most unpleasant mouth odor. So start your day with Gleem.

If you, like most busy people, just can't brush after every meal, change to new Gleem. One Gleem brushing *destroys up to 90% of bacteria* (major cause of tooth decay and mouth odor). Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing!

Kids love Gleem's taste. That's proved by flavor tests. So it's easy to get youngsters to use Gleem regularly. And regular after-meal brushing is a *proven* way for children to reduce tooth decay. So get Gleem for your family—it's the fastest-growing toothpaste in the U. S.!



**Only Procter & Gamble's new
GLEEM has **GL-70**
new cleaner and decay fighter!**



OPENING WIDE, RUSTY LETS CARETAKER BUCK JONES SQUIRT IN DROPS FROM AN EYE DROPPER TO WASH AWAY DUST PARTICLES AND PREVENT INFECTION

PRIMPING A PUBLIC CARRIER

The London Zoo fits Rusty for her job of hauling children with three hours of scrubbing and buffing

Rusty, a 15-year-old Indian elephant, is employed at the London Zoo to carry batches of small children on her broad back. To keep her physically trim for her job and socially ingratiating to the passengers, Rusty's caretaker, Buck Jones, spends three hours a day working a queer assortment of tools and potions over her hide. Starting at her trunk and working aft to her stern, Jones scrubs, buffs, clips, scrapes, hones and sprays. He

files down the rough spots on her brow with a carpenter's rasp, trims the bottoms of her feet with a drawknife, scrubs behind her ears with a coarse push broom and massages her trunk with a wire brush. Throughout the elaborate beauty treatment Rusty stands in dreamy contentment. Then, after hauling kids all afternoon, she spoils a half day's primping by rolling delightedly on the ground and spraying herself with dirt.



A fast ball blazes toward the batter! He swings—and cracks a screaming liner over second—at 51 m.p.h! That's *speed you can see*—just as you can see the disintegrating speed of a Bayer Aspirin tablet when you drop it in a glass of water. It starts to disintegrate *so fast you need a stopwatch to time its speed!* Since the same thing happens in your stomach, this is one reason Bayer Aspirin gives millions



Amazingly fast relief from
NEURALGIA
NEURITIC PAIN
HEADACHE

...without stomach upset!

Bayer Aspirin's ability to relieve almost any kind of pain is well known to the medical profession. It is used by millions for fast relief—not only from headaches and pains of neuritis and neuralgia—but from muscular pains, discomforts of colds, and as a gargle for throat irritations. Bayer Aspirin is also used by many people who want to sleep at night, but are unable to because of some minor physical discomfort.

When you buy aspirin, get the best. And the best aspirin the world has ever known is Bayer Aspirin.



Feel Better Fast—Use
BAYER  **ASPIRIN**

Primping a Carrier CONTINUED



SCRUBBING TOENAILS is a daily chore. Caretaker Jones then smooths the nails with emery paper and trims bottoms of feet with carpenter's knife.



SWABBING MOUTH is a preliminary to checking the condition of Rusty's teeth, after which she receives antiseptic lotion "to keep her smelling sweet."



SPRAYING HIDE with disinfectant keeps off flies. In the elephant paddock she uses her own method—she sprays herself with dirt, then rolls in a pond.

CRANE

**CRANE
STARTS ITS
SECOND
CENTURY
OF QUALITY
Founded
July 4, 1855**

WHEN YOU DECIDE TO REMODEL

Any house worth modernizing is worth Crane.

When you remodel a "vintage" bathroom with new Crane fixtures, you are getting far more than today's first choice in beauty and good taste.

Crane fixtures, styled by famed designer Henry Dreyfuss, are advanced today, and will be modern tomorrow when others are beginning to look old fashioned.

And, if you ever decide to sell, a Crane bathroom will make your house worth much more than the cost of remodeling.

Ask your Crane Plumbing and Heating Dealer about the wide selection of designs and prices in the complete Crane line.



"Beverly" lavatory (above) has beveled control panel, rectangular basin. Ready to install, suggested consumer prices start at \$49.35.

"Countess" lavatory (at right) fits into tile or Formica counter-top. Ready to install, suggested consumer prices start at \$39.45.



"Drexel" lavatory (at left) has beveled panel, integral spout, semi-oval basin. Ready to install, suggested consumer prices start at \$69.15.

All three of these vitreous china lavatories are fitted with exclusive Crane Dial-ese controls.

CRANE CO.

836 SOUTH MICHIGAN AVENUE
CHICAGO 5

VALVES • FITTINGS • PIPE
KITCHENS • PLUMBING • HEATING

Crane Company, Inc. Chicago, Ill.



SPORTS CAR OUTFITS worn with Bermuda shorts (Jog Togs) and slacks are: striped T-shirt

A Stylish

5-YEAR-OLDS COPY

With school days looming through the haze of the August sun and with mothers everywhere scurrying to reoutfit their young, the most spectacular back-to-school fashion news concerns an age group rarely thought of in these terms. That group contains the 5-year-olds who are just starting off in kindergarten. Designers have freely borrowed the fads and fashions of older students and the sophisticated kindergartner can now measure up to the college crowd in everything but size.

Campus styles like the sleeveless V-necked sweater and blazer jacket are new in microscopic sizes. Even Bermuda shorts are being made for kindergartners. Black, a color which was long considered incorrect for children, has now become a staple, and such offbeat adult shades as olive green and shocking pink are as

KNIT PLAYSUIT consists of a hooded T-shirt (\$2.50) in strong stripes which are copied from Italian playclothes, and tapered black pants (\$4, both Randy). The hood can be folded down as a collar.



(above left, \$3, Smartee), cotton shirt, flannel shorts and knee socks (\$11, Revro), flannel blazer

(\$10, Jog Togs), corduroy jacket with elbow patches (\$11, Chips), braid-bound wool jacket (\$8, Glen of

Michigan), couple's duffle coats (\$15 each, Valme-line) and a red sleeveless sweater (\$2.50, Regal).

Start for Kindergarten

Photographed for LIFE
by NINA LEEN

CAMPUS FASHIONS

prevalent as red, blue and yellow. Five-year-old girls with more wisdom than size will be able to trace certain high-style influences to Dior and Fabiani, and small boys, profiting from current attempts to make the grown-up male wardrobe more varied, now rate abbreviated duffle coats and narrow-shouldered, three-button tailoring.

Because children are as determined about their possessions as they are about clothes, manufacturers in other fields who can lay any claim to the 5-year-old market are scaling down the size of their products for the tiny trade. Exact copies of modern furniture are being turned out in miniature. And for \$395, a pint-sized sportsman can take the wheel in a small battery-driven Thunderbird (above) made by a man named Ford (no relation).

OUTDOOR JACKETS are made of red nylon with knit trim (\$6) and of heavy ribbed cotton knit (\$3.50, both Randy). Tapered corduroy slacks (\$4, Touraine) come in checks and also in dark colors.



CONTINUED

KINDERGARTEN STYLES CONTINUED



AFTERNOON PARTYGOERS wear long-torso "Dior" dress (\$6, Tiny Town Togs) and "Ivy League" suits (\$25, Twigs) while downing milk and cookies.



SEATED READER wears pink cotton shirt dress (\$8, Suzy Brooks) which is copy of Brooks Brothers pink shirt (background) favored by men and college girls.





TV WATCHERS wear shocking pink corduroy jacket (\$5) and slacks (\$2.50, both Minikin Togs),

and black velveteen shirt (\$6) and printed slacks (\$5, both Johnston). Slippers come in varied colors.



DRESSED-UP DAWDLERS are outfitted for party. Girl's corduroy coat, inspired by Rome's Fabi-

ani, comes with a plaid dress (\$11, Joseph Love). Boy wears poplin raincoat (\$9, Chips and Twigs).

← PAINTER WEARS CORDUROY SHIRT (\$1, MINIKIN TOGS), FLANNEL SLACKS (\$6, JOG TOGS)



EDWARDIAN JACKETS, made of corduroy, come in red with a black collar (\$7) and in race track checks (\$8, both Elegant Heir). With them, young country

gentlemen wear button-down shirts, charcoal flannel slacks and black moccasins which are new for fall in sophisticated tassel version (*right*, \$9, Jack Sandler).

GUARANTEED 4 YEARS

Delco's New Extra-Duty Battery



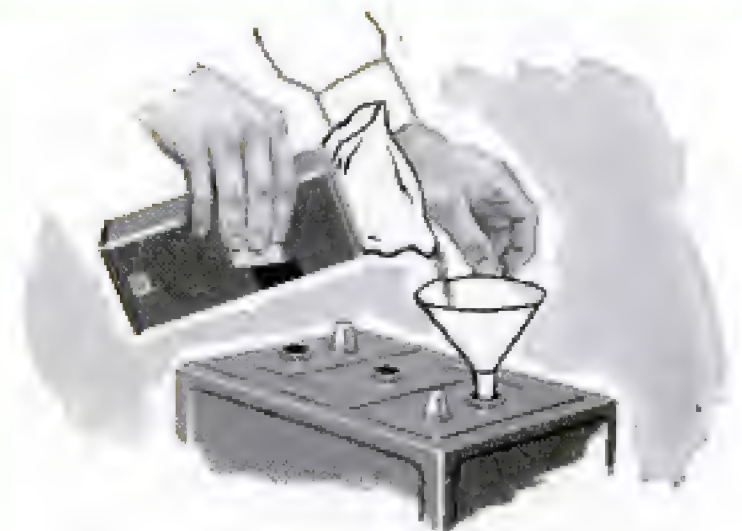
DRY AS A BONE

That's why your Delco Dealer can store this new Dry Charge Battery indefinitely.



WHILE YOU WATCH

Your dealer adds dry charge electrolyte from Delco's new disposable container. Convenient—easy to use.



NO WAITING AROUND

As soon as the electrolyte has been poured in, your Delco Dry Charge Battery is ready to go!



LONG BATTERY LIFE

Exclusive new Delcoloy grids mean even distribution of current and less corrosion.



LONG BATTERY LIFE

Microporous rubber separators offer superior resistance to vibration, acid attack, temperature changes.



LONG BATTERY LIFE

Delco's hard rubber case is completely resistant to acid attack and distortion.

From the pictures above, it's easy to see how Delco has increased your battery protection to four full years.

You can count on this guarantee. It's backed up by Delco, General Motors, and the most extensive dealer organization in the world. It applies to all Delco Extra-Duty batteries in normal passenger-car service, *regardless of mileage*. This includes Delco's new Dry Charge Battery—the

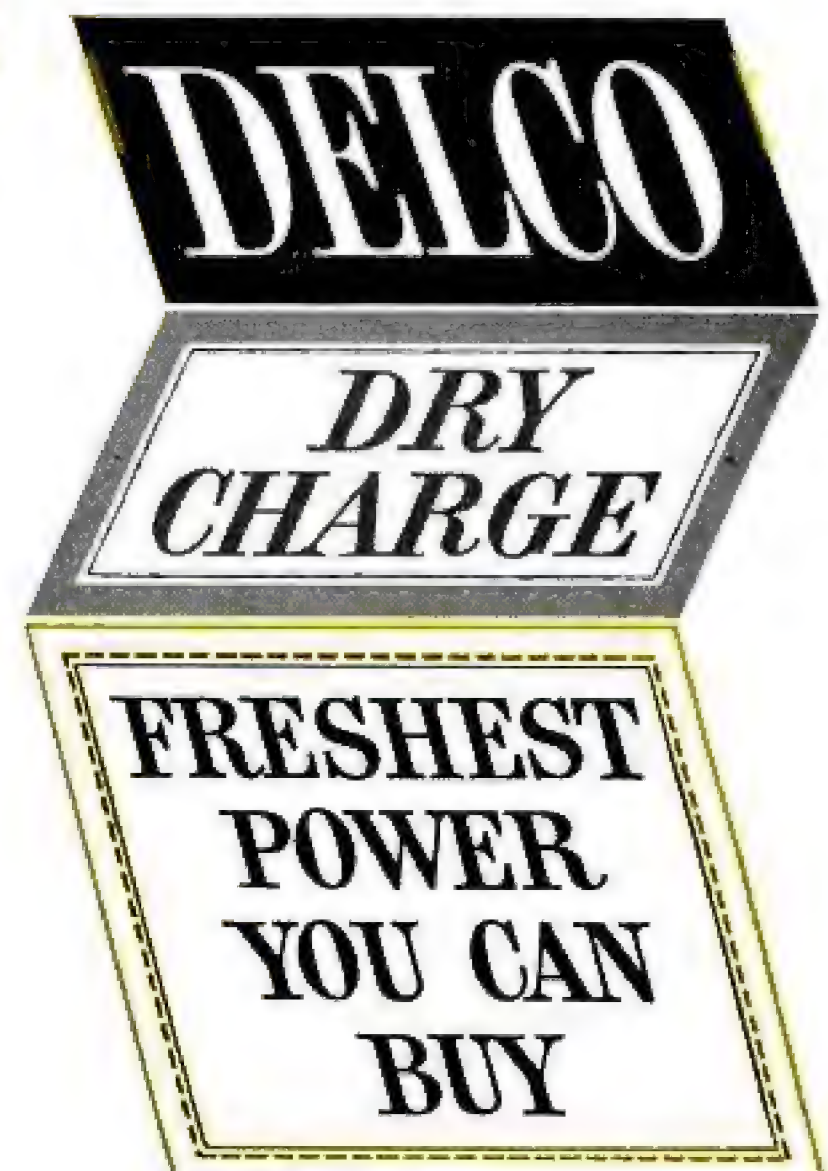
freshness power you can buy. It can't get old before it's sold.

Delco's four-year guarantee is honored *wherever you drive*. There are Delco dealers everywhere with the right battery for you—a choice of 6- or 12-volts in four great lines—the Extra-Duty with four-year guarantee, Original Equipment, Tractor, or the Delco Economy line. Your Delco dealer is the man to see!

*Listen to Lowell Thomas on CBS Radio Network—See your newspaper for time and station.

A General Motors Product

A UNITED MOTORS LINE





INTENT BEHIND THEIR CARDBOARD DISGUISES, THE AUDIENCE AT IMPERIAL HOTEL'S BASEMENT THEATER FOLLOWS THE MELODRAMATIC ACTION ON STAGE

MUSTACHED MUGS AT AN OLD MELODRAMA

Theatergoers in Cripple Creek adorn their faces and get a chance to hiss the blackhearted villain

Along with tickets of admission to the basement theater of the old Imperial Hotel in Cripple Creek, Colo., playgoers are given big paper mustaches and a chance to be as unruly as they like. From behind their outsize disguises, they jeer the villain of an old melodrama called *Flying Scud* as he tries to sully the honor of an innocent maiden and cheer on the manly hero as he foils the villain's swindling machinations.

Flying Scud was a considerable success when it was produced in the

1860s and is a considerable success today in Cripple Creek. It is produced by Dorothy and Wayne Mackin, who bought the old mining town's abandoned Imperial Hotel nine years ago and started fixing it up. To drum up summer business, they formed the Imperial Players and put on vintage melodramas. The productions are both lively and authentic, and by the time this season is over the villain of *Flying Scud* (next page) will have been happily hooted by more than 20,000 theatergoers.



LOS ANGELES, CALIFORNIA

RAYON HI-TEST CORD... TOP VALUE IN TIRE SAFETY

This year 40 million cars are demonstrating Rayon's amazing strength, safety and long life

No other tire cord combines safety and economical mileage to such a degree as RAYON HI-TEST. Tire life has been lengthened up to 60% through the development and constant improvement of RAYON HI-TEST. But more important, tire *strength* has been so greatly increased as to virtually eliminate blowouts. RAYON HI-TEST is one of the biggest success stories in tire history.

AMERICAN RAYON INSTITUTE, INC., 350 FIFTH AVE., NEW YORK 1, N. Y.



RAYON HI-TEST HAS MORE "STRETCH-STRENGTH." Since rayon became the most widely used tire cord material, its strength has been increased 33 1/3% and its resilience 4 to 5 times. Because it won't stretch out of shape, rayon adds extra miles to tire life.



RAYON HI-TEST BEATS THE HEAT. Today's perfected rayon cord combats the dangerous heat caused by flexing and friction at high speeds. By resisting heat longer and shedding it faster, rayon keeps tires running cooler, safer, free from risk of unexpected failure.



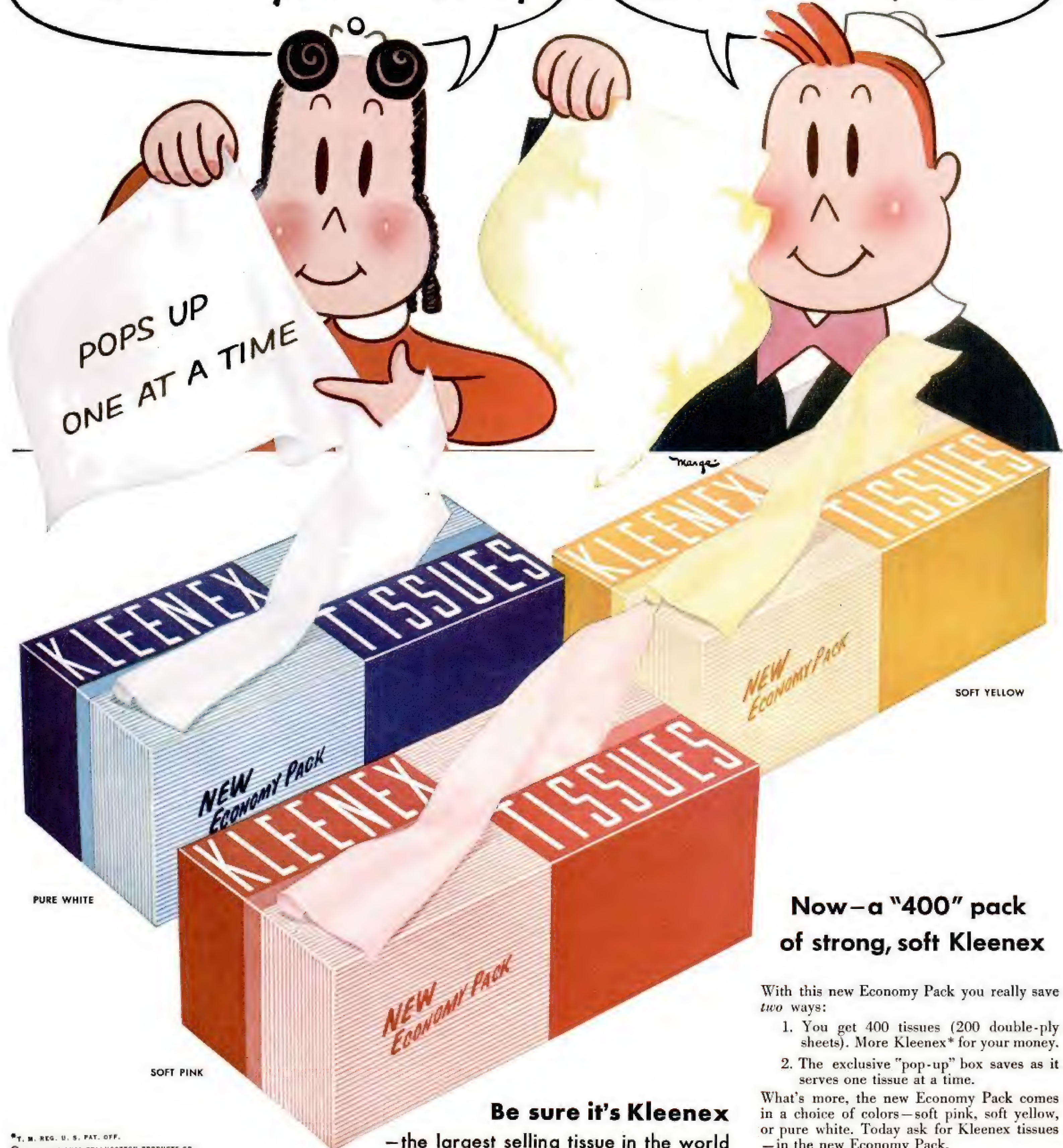
RAYON HI-TEST TAKES HARD KNOCKS. Rough roads, quick stops, sudden starts, swerving, ruts and bumps all put severe strain on tire cord. Because today's improved rayon has tensile strength comparable to steel's, it offers higher resistance to impact and rupture.

Be sure you ride on **RAYON**—World's Leading Tire Cord

New Kleenex Economy Pack

More for your money

-and colors, too!



**Now—a "400" pack
of strong, soft Kleenex**

With this new Economy Pack you really save two ways:

1. You get 400 tissues (200 double-ply sheets). More Kleenex* for your money.
2. The exclusive "pop-up" box saves as it serves one tissue at a time.

What's more, the new Economy Pack comes in a choice of colors—soft pink, soft yellow, or pure white. Today ask for Kleenex tissues—in the new Economy Pack.

Be sure it's Kleenex
—the largest selling tissue in the world



AROUSING JEERS from the audience, Grindley Goodge (John Perousse), villain of *Flying Scud*, divulges plan to dispossess the master of Nobbly Hall.



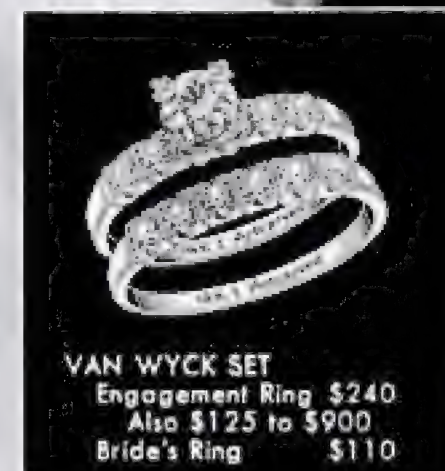
PURSuing HEROINE Katey Rideout (Nancy Doyle) after enticing her to come in out of rain, Goodge traps her and makes love to her in the stable.



RAISING PISTOLS, Goodge and Julia Latimer (Ronnie-Claire Edwards) begin duel. Julia, poorly disguised as her lover, sustains a slight flesh wound.

CONTINUED

*precious beauty...
permanent value*



BRIDAL VEIL BY JOHN FREDERICKS

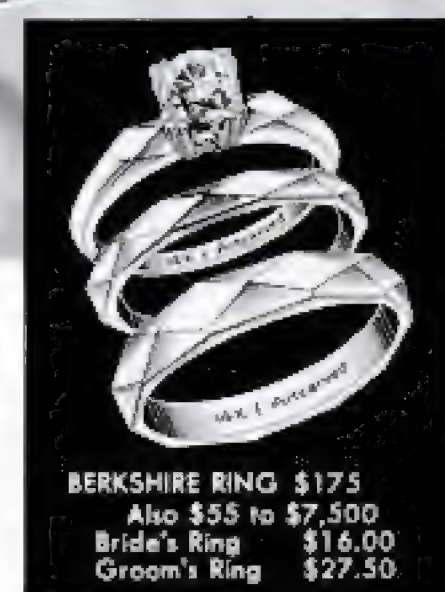
*Your Artcarved diamond engagement ring
is the symbol of enduring love . . .
and its value is guaranteed by
Artcarved's Permanent Value Plan*

ARTCARVED gives you these assurances of enduring quality and value:

- Registered and guaranteed in writing for color, clarity, cut, carat weight.
- Permanent Value Plan . . . only Artcarved, of all diamond rings, publicly offers you the assurance of a permanent value for your diamond and backs it up with over 105 years of ringmaking leadership. Jewelers everywhere recognize Artcarved's unmatched standards of value. That's why any of the thousands of Artcarved jewelers in the United States and its territories will always apply the current retail value of your Artcarved diamond ring toward a larger Artcarved diamond at any time . . . as specified in the guarantee.

Look for the name Artcarved* inside the ring—prices from \$75 to \$10,000.

In wedding rings, too, there's nothing finer than Artcarved. Made of precious gold specially hardened by an exclusive Artcarved process for enduring beauty. Artcarved wedding rings are guaranteed for a lifetime, yet they cost no more—\$8 and up.



*TRADE MARK REG. PRICES INCLUDE FEDERAL TAX. RINGS ENLARGED TO SHOW DETAIL.

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For a guide to wedding etiquette and valuable tips on ring buying . . . mail this coupon today.

Beloved by brides for more than a hundred years (1850-1955)

*If sweet soft drinks
leave you thirsty...*

SWITCH TO
SQUIRT

**...never an
after-thirst!**



*...and, Squirt has a
fresh, clean taste in
mixed drinks, too!*

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Melodrama CONTINUED



THE OLD HOTEL was built after fire destroyed most of Cripple Creek's buildings in 1896. The town's great gold mining peak was reached in 1900.

REVIVAL OF A TOWN TRADITION

To Wayne Mackin and his wife, who had been in the food brokerage business before they bought the Imperial Hotel, putting on plays in the old place seemed a natural thing. In the days when gold lodes around Cripple Creek were yielding fabulously, the raucous mining town was a stopping place for touring stage companies, and Texas Guinan got her start in Cripple Creek. When the bonanza days passed, the town quieted theatrically until the Mackins revived the old tradition.



IN GOLD BARROOM, Proprietor Wayne Mackin wears a plaid waistcoat while doubling as bartender. Whole hotel is furnished in Victorian style.



ADJUSTING MUSTACHE, a befurred patron has trouble accommodating her cigaret. Drinks are served to the audience all through the performance.

what Anne Francis has you can have too . . .



ANNE FRANCIS
co-starring in
Metro-Goldwyn-Mayer's
CinemaScope and Color
production of
"THE SCARLET COAT"

a luxury sweater of Acrilan

Have you ever worn a dream around your shoulders? Try a sweater made of Acrilan . . . you'll float in a cloud of softness and warmth. Acrilan's a dream to wash, too—just rinse and it dries as downy-soft as new. No need for blocking, because Acrilan acrylic fiber won't stretch or shrink, keeps its shape through wash and wear. The colors are heavenly, the styles are many—your store has them all. Go get yourself a dreamy Acrilan sweater today.



THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla.



This Ford went to Market...

...while this Ford went to the Club

The fun and convenience of two-car living
is practical, too, when you can have...

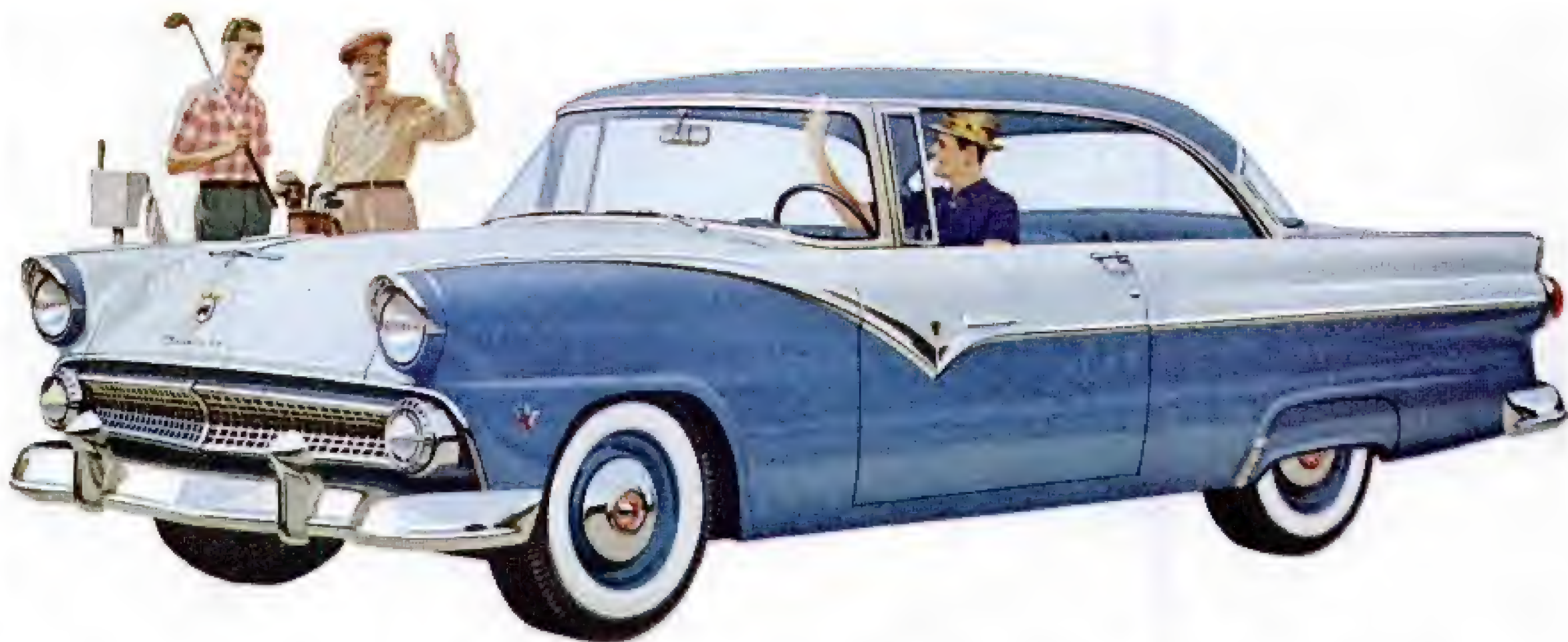
Two fine cars for the price of one!

Surprised? Well, it's a fact. Manufacturer's suggested list prices reveal you can own *two* fine V-8 Fords for what you'd pay for any *one* of a number of other fine cars. And for *even less*, you can have Ford's famous Six!

Over 300,000 families have discovered this well-known "secret" and are now enjoying the fun and convenience of owning two Fords.

There are *other* important reasons for the swing to two Fords... Thunderbird-inspired styling, responsive Trigger-Torquepower, silky-smooth Angle-Poised ride... to mention a few. And Ford's traditionally high resale value means that, on the average, Fords cost their owners the least money to *own*.

Your Ford Dealer can prove that it's not only desirable to own two Fords, but *practical*, too!



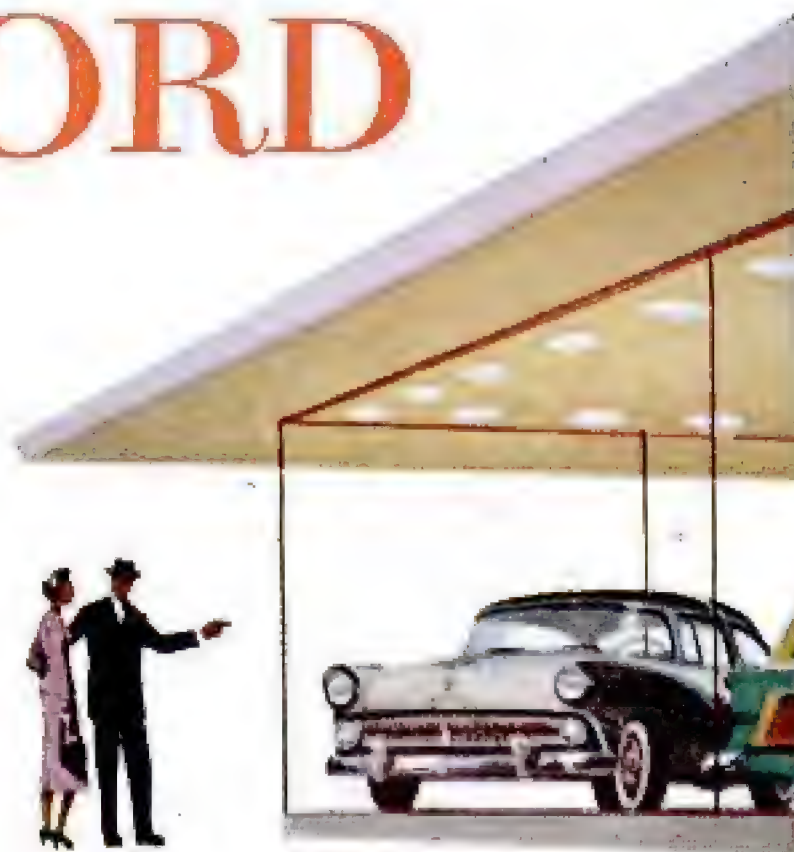
The Ford Fairlane Victoria is one of six beautifully decorated Fairlane models. Like all '55 Fords, its styling is inspired by the Thunderbird, America's only on-the-road dream car.

America's
"worth more" car...

FORD



The Ford Custom Ranch Wagon is one of five station wagon models. Two doors or four... six passengers or eight... there's a Ford wagon for you.





STANDING CHEST-DEEP IN WATER ON HIS WESTPHALIA PRESERVE, DR. LORENZ ASSEMBLES HIS FAMILY OF GOSLINGS BY MAKING NOISES LIKE MOTHER GOOSE

An Adopted Mother Goose

FILLING A PARENT'S ROLE, A SCIENTIST STUDIES GOSLINGS' BEHAVIOR

The gaggle of graylag goslings paddling about the bearded figure above have taken it into their heads that he is their mother. Although they are absurdly wrong, their trust is well placed. For the dignified man standing in the pond is Dr. Konrad Lorenz, a Viennese scientist who knows more about goslings than any mother goose.

One of the world's eminent authorities on animal behavior, Dr. Lorenz has been studying the innate characteristics of animals—the movements and reactions he believes they are born with. By imitating exactly the sounds and actions of a mother goose and becoming accepted as a mother by newly hatched goslings, he has proved that the baby birds are born

expecting these sounds and actions, instead of learning about them from other geese after being hatched.

Not all students of animal behavior accept Lorenz' point of view. Some in both Europe and the U.S. think the things an animal learns from its environment deserve greater emphasis. But through his remarkably patient studies Lorenz has widely influenced the other scientists in his field. The son of a Viennese orthopedic surgeon whose method for bloodless joint surgery brought him fame, he lives above an old mill in Westphalia, Germany, amidst a collection of fish and fowl that delight him by doing what comes naturally. Lorenz asks no more than this of his specimens.



HELPING THE HATCHING of a Canada goose egg, Lorenz gently breaks away a part of the tough shell and then he puts it back under the setting mother.



IGNORING OTHER GEESSE who honk angrily at them as they pass by, goslings who accept Lorenz as their mother stay close behind him during stroll.



CATCHING UP, goslings who have fallen behind scurry after the doctor. Once attached to a person, geese may continue the fixation in their later life.

FOLLOWING THE LEADER, goslings file across a meadow. Though Lorenz carries a food bucket, his rhythmic sounds, not hunger, keep them with him.



CONTINUED



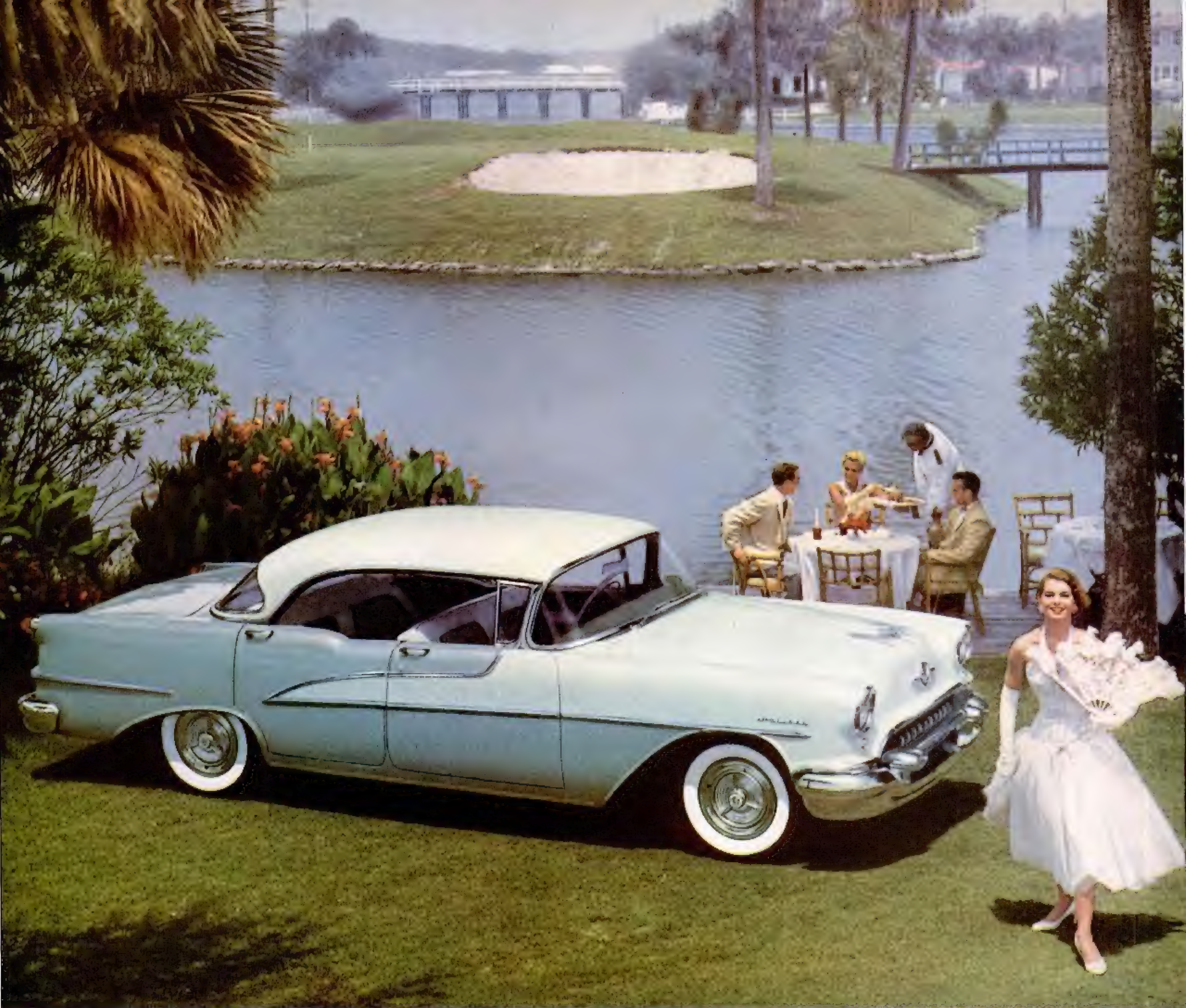
The syrup's the secret! Log Cabin has real maple flavor because it has real maple sugar in it—perfectly blended with other sugar. That's why Log Cabin is the secret of better-tasting French toast.

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Afternoon Dress by Maurice Rentner

4-Door Holiday 98 by Oldsmobile

Body by Fisher

Creators of such Fisher Fashion Firsts as the exciting new 4-door hardtop, only body style now in production with no view-cramping center post above the belt line; and original *panoramic windshield* found only on General Motors cars: CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC





TAILLESS RAT, whose tail was snipped off at birth, is examined with assistant. Lorenz is breeding pairs of such rats to discover whether they learn to carry young by first holding tails in mouth or whether the act is inherited.

TESTS AND CHORES

At his scientific retreat Konrad Lorenz has eight species of geese, eight of ducks, 33 of semitropical fish, along with stoats, white rats, flying foxes, songbirds and hawks. Although he confines his own observations to the fish and waterfowl, he supervises the progress of his 12 assistants as they experiment with other specimens. In keeping track of his own birds he has observed some interesting domestic traits. "If you bring up a Muscovy duckling with graylag geese," he says, "it will fall in love, when it matures, with a goose, not a duck."



NETFUL OF PLANKTON, used as food for his fish, is scooped from pond by Lorenz. Although his present studies are largely financed by a German scientific body, Lorenz lives frugally and does all necessary chores himself.

CONTINUED



"You wouldn't believe the mileage
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If you are among those who think that an all-weather oil need be short-lived, especially in summer, then it's time you tried Quaker State Super Blend. This is *one* motor oil created for the newer high compression engines that boasts famous Quaker State *endurance*. It lasts and lasts, even in hot weather and hard driving. It's refined in special ways from Pennsylvania Grade Crude Oil, the finest. Then blended with modern chemicals to keep your engine free from rust, corrosion, sticking valves, ping and knock, and loss of power. Helps you save on gas, too. Try it!



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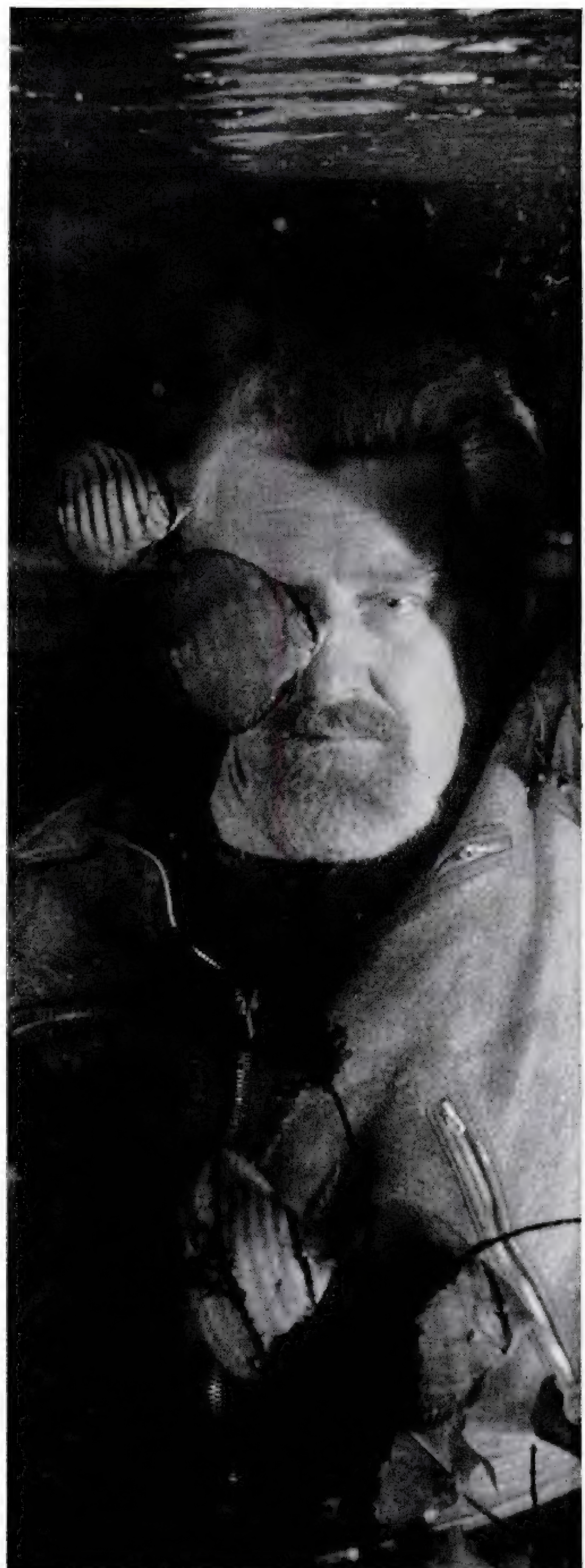
Keep him clean!

Rid your dog of annoying fleas and lice! Convenient, easy-to-use Sergeant's SKIP-FLEA Shampoo kills fleas, removes flea dirt safely and quickly, leaves coat glossy. Stops doggy odor. Especially recommended for hard-water areas. At any drug or pet counter.



Sergeant's® SKIP-FLEA Shampoo

While you're in the store, pick up a can of Sergeant's SKIP-FLEA SCRATCH Powder. It stops itching fungus—the most common cause of scratching. Kills fleas, ticks, lice. 49¢ and 79¢.



PEERING INTO TANK, Lorenz studies rare discus fish. He can distinguish almost identical species swimming in murky water by identifying tiny but unique movements of each fish. Lorenz, who is now 52, first became interested in animal behavior as a boy. He kept it as a hobby after he became a physician and professor of psychology. Drafted into the Austrian army, he was captured by the Russians in 1944 and spent four years as a prison doctor. After his release he decided to return full time to his childhood study of animals.



For a hot meal that's cool to fix...

No need to steam up the kitchen—or yourself—to serve your family the good hot meal nutrition experts say they need, even on a midsummer day.

Simply reach for a can of Chef Boy-Ar-Dee Spaghetti and Meat Balls. Heat. It's ready in minutes. And it has that rare, real-Italian flavor that's so hard to get.

Notice the strands as you dish it up. Perfectly tender, but not mushy or soft. And sniff that wonderful savory

sauce—rich with bright tomato and special Italian spices. Then, to top it off, tender beef meat balls—brown outside, juicy inside.

The kids will call it a *cool* dish. You'll call it delicious. Only 13¢ a serving, in 2-serving and 5-serving cans.

It's Chef's special way with sauces that makes this—and *all* Chef meals—so specially good. You can get the sauces separately, too. Try them. Let Chef do the cooking!

Quick

hearty, tasty

CHEF BOY-AR-DEE

Spaghetti and Meat Balls





He gives up his liberty so we can have ours...

BECAUSE he is young, life is big and urgent. It throbs with his dreams, his plans and his ambitions. Maybe it is a college scholarship he has his heart set on, or a career in electronics, or a partnership with dad on the farm. And somewhere in the plan is a girl.

But the letter comes from the local board, and it tells him his neighbors have decided there is something more important than any of these things. So he puts his dreams away in mothballs.

Maybe he will unpack them again some day. Maybe he never will. He doesn't want any medals. And he has no particular hankering to be a hero. At first he considers it just a duty that he has been picked for. Later he'll realize it is also a privilege. But in his heart he will always be a civilian.

When the chips are down he remembers that he is all of us. He may not like it, but once he's in there, he'll fight harder to win and come home, than men ever fought for gold or glory.

The system has become more complex since Lexington and Concord. But whether Minute Man, Draftee or Reservist, the American civilian serviceman has always been there when we needed him. And when the councils are held today in the chancelleries of the world, it is his stature that gives good men hope and unscrupulous men pause.

Freedom is the most precious of our possessions. But we do not all share its cost equally. The heaviest tax it imposes is the obligation to bear arms in times of danger. There are hundreds of thousands who have paid this cost with their lives. There are millions of others who pay it in precious years... men who give up their personal liberty for awhile, so we can enjoy ours forever.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

ART CONQUERS ATTICA



SIZING UP HER SKETCH OF STORE FRONTS ACROSS MAIN STREET, PEG CHARLES, A GROCER'S WIFE, GETS SOME ADVICE FROM FRIENDLY SIDEWALK CRITICS

It's no Paris, but a tiny Kansas farm town grows its own crop of painters

Up to now Attica, Kan., for all its classical name, could pass for any other tiny town in the wheatlands—a slowdown point on a rural highway leading to Wichita. But today traffic through Attica not only slows down but stops and looks. Encamped with palettes and drawing boards on the sidewalks, along the railroad, in the wheatfields are painters—singly or in bunches—recording the surroundings with the earnest concentration of Paris professionals. The painters are members of the Artists Guild of Attica, a burgeoning group that in the course of three years has made the town of 622 people aware, curious and eager about art.

The blossoming out of artists in Attica is part of the American enthusiasm for art that has sent throngs to museums and spawned an army of

amateurs. But in Attica art has enthralled a surprising portion of the population as practitioners or spectators. It all began with Lola Asper, a farmer's wife who felt the need of a hobby after her son left home. She took to copying illustrations, had such fun that she talked some farm-wife friends into joining her. In 1952 they persuaded an art teacher from Wichita to drive over and give them weekly lessons. Soon they were swarming over streets and countryside, setting up shows next to the town jail and peddling their products to storekeepers and farmers. Today the group has grown to 30 women, two men and four boys who have become something of celebrities in their town. Wherever they work, a cluster of people gathers to comment, criticize and watch the art of Attica grow.

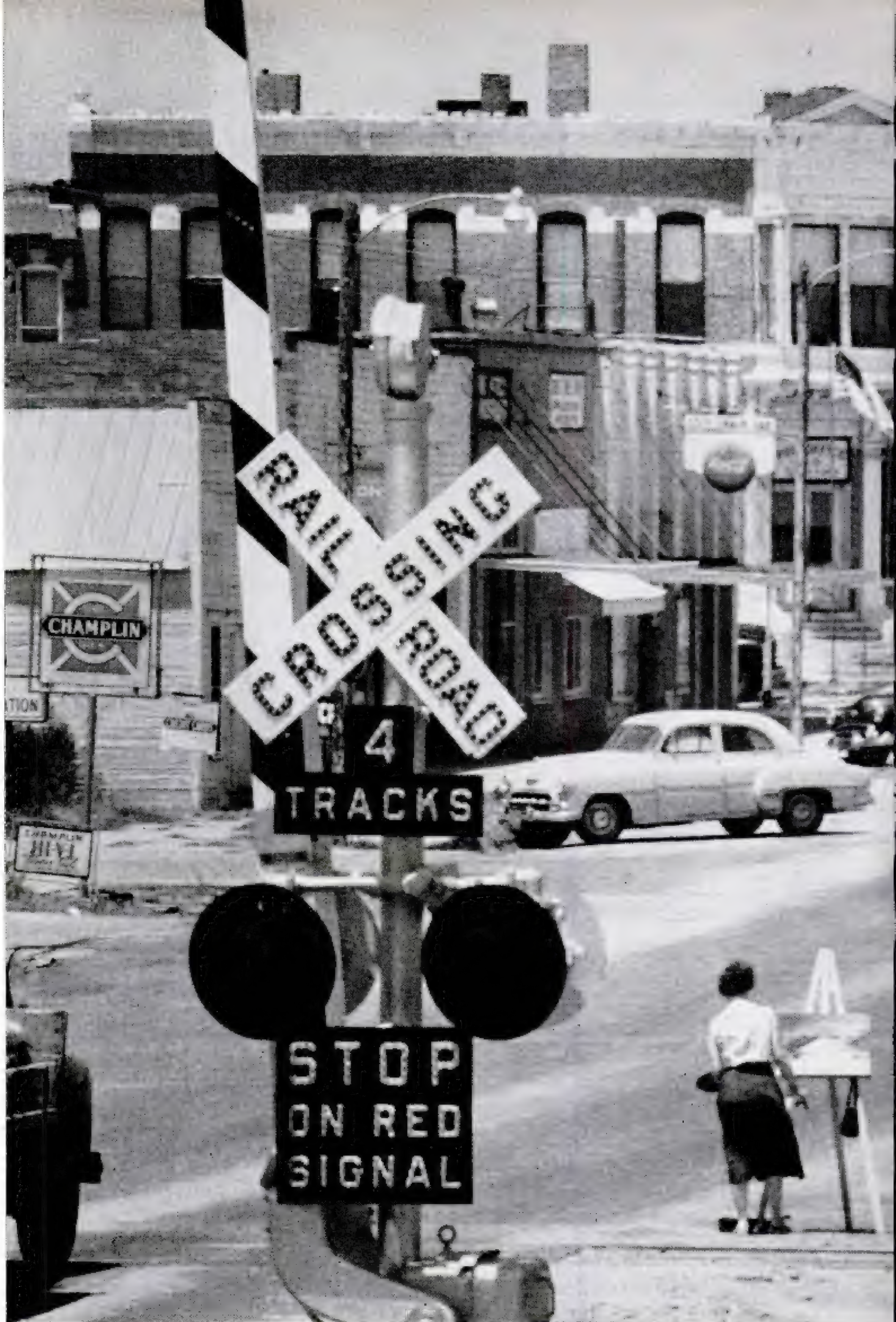


THE TEACHER, Patric Rowley of Wichita University, praises his pupils for the look of their show.

They pursue art in class, in creeks and at crossings

At his first class in Attica, Teacher Patric Rowley was stern. He told the ladies they must abandon copying, paint their own world instead. Then he gave them what they came to call the "black brush treatment"—crossing out with a big black X the parts of their paintings that were not successful.

Spurred on, the painters got together for more criticism at "coffees," organized painting forays into the prairies, even branched out into a new art field, collecting driftwood which they turned into ornamental "nature sculpture." Occasionally they have even sold their work for as much as \$100 to Atticans who liked the way their stores or farmyards had been painted. These activities have given Attica's artists, who are mostly middle-aged, a new outlet for their energies. "I'd walk the floor," declares one, "if it wasn't for this painting!"



STRUNG OUT ALONG RAILROAD TRACKS THAT CUT THROUGH MIDDLE OF THE TOWN, ARTISTS GO TO



FACE MEASUREMENTS are taken for Lola who was having trouble with nose in self-portrait.



MAKESHIFT EASEL is used by Myrta Giggy during a painting class. She has sold two paintings.





WORK ON A LONG VIEW OF MAIN STREET. THEY HAVE PAINTED MOST LOCAL LANDMARKS BUT, SAYS LOLA ASPER, "THE TOWN'S STILL FULL OF PICTURES"



DRIFTWOOD DEVOTEES struggle with oversize branch in a dry creek. At home they bleach or paint the wood, sometimes rent pieces for store displays.



OUTSIDE DEPOT ATTICA'S ORIGINAL CORE OF ARTISTS LINE UP WITH THEIR OWN SCENES



DECORATING THEIR EXHIBIT ROOM, ARTISTS VOTE ON PIECES OF DRIFTWOOD TO BE USED



TOWNSPEOPLE AND STRANGERS THROUG THE GALLERY TO EXAMINE ART AND DRIFTWOOD



SQUINTING THROUGH FINGERS TO BLOCK OUT OTHER ART,

**Painters and public
get a fresh-eyed focus
on home town scenes**



PEG CHARLES AND MYRTA GIGGY FOCUS ON A PAINTING TO ANALYZE ITS COLORS AND COMPOSITION

High point of Attica art activity came with this year's midsummer show. The exhibit was so big that the painters took over a vacant store which they hung with driftwood and their realistic and bright-colored renderings of town scenes. During the three-day show 800 people came to see it and the long room was steadily filled with farmers in overalls, cowboys in levis and housewives in their Sunday best.

Encouraged, Attica's artists are now out to raise money for a town gallery. They need \$5,000 to provide building materials, and confidently count on friends and husbands to provide the labor. Most of the menfolk are still noncommittal about such plans, but almost all agree with the farmer who, after scrutinizing the show, exclaimed, "They're painted up in good shape, girls! I tell ya, them's dandies."

CONTINUED



CROSS-LEGGED COWBOY eyes the driftwood creations which fill bare spots on floor, walls, tables.

CROSS-ARMED TRUCKER studies sketches of local grain elevator office and the railroad depot.



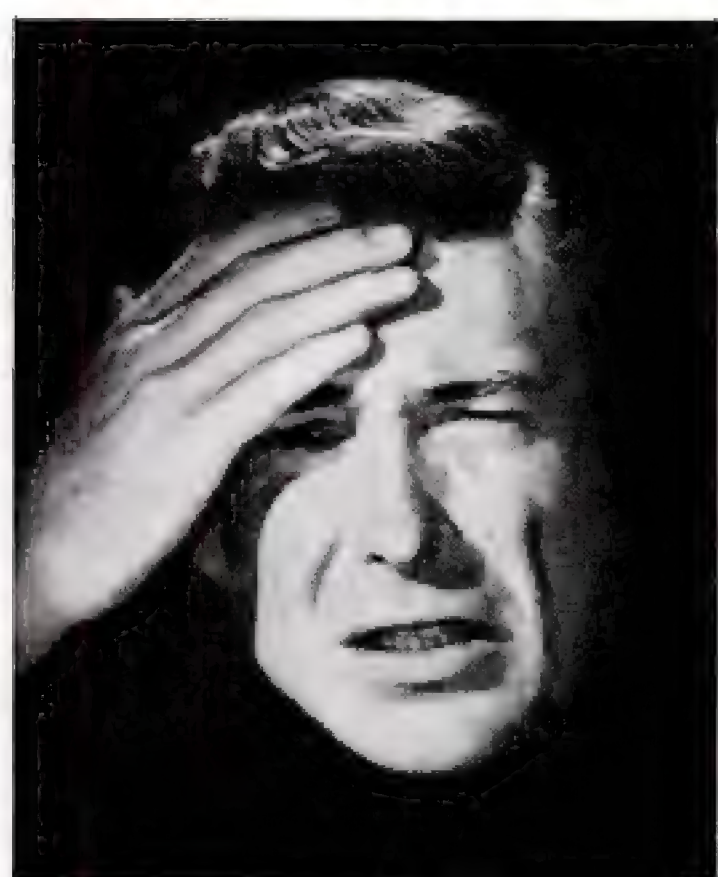


COUNTRY CRITICS get into earnest exchange near Thuraline Keith's painting of the post office and stores on Main Street. Although only two art works

were sold out of the exhibition, \$35 was dropped in a collection box which the Artists Guild placed at the door to raise money for Attica's future gallery.

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for the relief of headaches, discomfort of colds, muscular aches and pains.



BUFFERIN[®] acts twice as fast as aspirin!

Won't upset your stomach

Check these facts with your physician:

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These tests prove the antacid ingredients in Bufferin speed the pain-relieving ingredient into the blood stream twice as fast as aspirin. They also protect you from the upset stomach aspirin often causes.

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Acts twice as fast as aspirin
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Naturally, insurance rates depend on several factors—such as the area in which you live. These figures refer to rates in effect in Golden City, Missouri, as of June 15, 1955, for car owners in Mr. Poirot's insurance rating classification.

After a recent auto accident, Mr. Poirot—who has been insured with State Farm for 26 years—also stated in an unsolicited letter to his State Farm agent:

"The check from State Farm meant more than the money involved. It meant I had insurance when I needed it. I came to the conclusion that when State Farm says protection, it means protection. And it looks like you leaned over backwards to give it to me."

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And for the same reasons Mr. Poirot does: fast, fair, friendly service when they have an accident or a claim . . . low "careful driver rates" that save them money.

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Not everyone can, of course. But if you use good judgment, common sense and courtesy behind the wheel, it should be easy. For complete information, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow classified pages of your local phone book under State Farm Insurance.

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If your phone book does not list a State Farm agent, write directly to Dept. E-5, State Farm Mutual, Bloomington, Illinois.

LIFTING UP A BEATEN PEOPLE

MacArthur's occupation of Japan: the landing in a sullen, still-armed country . . . the no-war clause . . . football scores at the Dai Ichi . . . blunt words for the Reds

by MAJOR GENERAL COURTNEY WHITNEY

General Douglas MacArthur's campaign to retake the Philippines, told in LIFE last week in the first instalment of the authoritative series on MacArthur by Major General Courtney Whitney (U.S.A., ret.), was barely completed when he was appointed commander of the Army forces gathering to invade Japan. Then, Aug. 10, 1945, in a radio broadcast from Tokyo, the Japanese offered to surrender. MacArthur was sent to Japan as Supreme Commander for Allied

Powers with the colossal task of rebuilding the ravaged nation. At his elbow during the 5½ years in which he labored at this task was his old friend Whitney, serving as his chief deputy in charge of the government section of SCAP. LIFE's second instalment of *MacArthur's Rendezvous with History* tells the intimate and historic details of the supreme command—and the Supreme Commander—as MacArthur faced what was "perhaps the greatest challenge of his life."

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AS MacArthur's plane, the *Bataan*, droned in over the coast of Japan, I looked out the window to see Japan's most famous landmark, Mt. Fujiyama. General Douglas MacArthur, the newly appointed Supreme Commander for the Allied Powers, was taking a cat nap. I nudged him gently and pointed out the window. He looked at the mountain for a long time, and said, "Fuji . . . how beautiful." Then he turned to me and said, "Court, did you ever have a dream come true?"

MacArthur's dream had been a long time coming true. In fact, I myself still had some doubts as to whether it had come true yet. The first main elements of the Allied troops had landed at Atsugi Airfield, outside Yokohama, only eight hours before. (Lieut. General Robert Eichelberger, commanding general of the Eighth Army, had asked for two days in which to prepare for MacArthur's arrival; MacArthur had given him two hours.) A handful of senior officers and a few thousand troops dropped down into the heart of a country with more than 2.5 million still uncommitted, fanatical enemy soldiers, sailors and airmen who had been trained and armed for a final stand in defense of Japanese soil.

Our point of landing was Atsugi Airfield; unknown to us, Atsugi was a training base for kamikaze pilots. The suicide fighters there were awaiting their final missions, and many of them had already received the solemn last rites for the dead. Only 48 hours before our arrival they had refused to surrender until force was used against them. Two weeks earlier some troops had broken into the palace grounds searching for the recording that the emperor had just made to announce the Japanese surrender. Before they had been subdued, they had killed the commanding general of the Imperial Guard Division and set fire to the home of Prince Minister Kantaro Suzuki. This was the atmosphere into which the unarmed *Bataan* was heading on the fateful afternoon of Aug. 30, 1945.

MacArthur seemed unconcerned over what kind of reception we would find. Pacing the aisle of the plane after the take-off from Okinawa, he had dictated, and I had jotted down in terse notes, what would become the basis for his entire occupation policy—*First destroy the military power . . . Then build the structure of representative government . . . Enfranchise the women . . . Free the political prisoners . . . Liberate the farmers . . . Establish a free labor movement . . .*

Thus the basis for the occupation of Japan was sketched out by a lone figure pacing the aisle of

an unarmed plane bound for the homeland of an armed, suicidal enemy.

As the plane circled Atsugi at little more than treetop height, I could see that the flat stretches of Kanto Plain were dotted with numerous anti-aircraft emplacements. I realized that those guns could not possibly miss at such close range. But there was no shooting. The *Bataan* landed and rolled to a stop and MacArthur got out.

On the field was a string of the most decrepit vehicles I have ever seen—the best means of transportation that the Japanese could round up for the trip into Yokohama. MacArthur climbed into a Lincoln of uncertain vintage. The other officers and aides found their places in a ramshackle motorcade. An antiquated fire engine started with an explosion that made some of us jump. Then it led the way to Yokohama.

All along the roadway to the city armed Japanese troops stood in a long line, their backs to MacArthur in a gesture of respect. They were fully armed but now serving as a security force for the arriving conquerors. Yokohama itself was a phantom city. Shop windows were boarded up, blinds were drawn and many of the sidewalks were deserted. Down empty streets we were taken to the New Grand Hotel, where we would stay until MacArthur made his formal entry into Tokyo.

We were all hungry and tired, and after dining on excellent steaks served us by Japanese who almost prostrated themselves in their ob-

sequiousness, we all went to bed early. Next morning, as MacArthur plunged into the myriad details in preparation for the signing of the surrender aboard the U.S. battleship *Missouri*, we received word that Lieut. General Jonathan Wainwright, whom MacArthur had been forced to leave behind on Bataan, and Lieut. General Arthur E. Percival, the British commander who had to surrender Singapore, had been freed from their prison camp at Sian, near Mukden, and had arrived in Manila. MacArthur immediately ordered that they be flown to Japan so they could be present in a position of honor on the *Missouri* Sept. 2. That night, as we were having dinner in a small room that had been set aside for MacArthur and his staff, an officer came in and told us that Wainwright had just arrived at the hotel.

MacArthur jumped up saying, "Show him in at once." As he strode for the door, it opened and Wainwright slowly walked in.

He seemed to have aged 20 years. He leaned on a cane as he walked. But worst of all was the emaciated frame left by years of starvation



THE GENERAL'S PLATE and five stars identified Cadillac that he used in Tokyo.



AN ENEMY'S-EYE VIEW OF THE SURRENDER



After the surrender General Whitney asked diplomat Toshikazu Kase, who holds degrees from Amherst and Harvard and who had been a member of the Japanese delegation (*left, with briefcase*), to record his impressions of the historic day. Here is an excerpt from his account:

"To begin with, there was much ado in selecting the delegates. Nobody wanted to volunteer for the odious duty. The prime minister, Prince Higashikuni, was the emperor's uncle and was considered unsuitable on that account. . . . Prince Konoye, who was vice premier and the real power in the government, . . . shunned the ordeal. Finally, the mission was assigned to Shigemitsu the foreign minister. . . . He confided to me what an honor he felt it, since

it was the mark of the sovereign's confidence.

" . . . General Umezu . . . reluctantly accepted the appointment, as the second delegate. . . . He remarked that if it was forced upon him, he would instantly commit hara-kiri in protest. It required the emperor's personal persuasion to make him execute the duties. . . .

"As we appeared on the scene we were, I felt, being subjected to the torture of the pillory. . . . Never have I realized that the glance of glaring eyes could hurt so much. . . . I saw painted on the wall nearby several miniature Rising Suns . . . in numbers corresponding to the planes and submarines shot down or sunk. As I tried to count these markings, tears . . . quickly gathered to the eyes, flooding them."

MacARTHUR CONTINUED

in the Japanese prison camps. His new uniform hung in folds. His gaunt, close-cropped head seemed too large for his body. His cheeks were sunken and his neck scrawny and leathery. He managed a weak smile as MacArthur put both arms about him, but he choked up and was unable to say anything. MacArthur could only say, "Jim . . . Jim . . ." in a hoarse whisper.

The ceremony on the deck of the *Missouri* in Tokyo Bay has often been recorded (*see picture box above*). All who were there or who studied the pictures later will long remember the thin but erect figures of Wainwright and Percival standing behind MacArthur as he signed the surrender document. And few of us who were there will soon forget the stirring words MacArthur addressed to the American people from the *Missouri*: "Today the guns are silent. A great tragedy has ended. A great victory has been won. . . . The entire world is quietly at peace. The holy mission has been completed. And in reporting this to you, the people, I speak for the thousands of silent lips, forever stilled among the jungles and the beaches and in the deep waters of the Pacific which marked the way. . . .

"I report to you that your sons and daughters have served you well and faithfully. . . . They are homeward bound—take care of them."

Six days later, together with Admiral William F. Halsey, General Eichelberger and several of us from his staff, MacArthur formally entered Tokyo. And there he settled down to one of the strangest jobs in the history of civilization. The Supreme Commander for the Allied Powers was to be the benevolent dictator of 80 million people and a 140,000-square-mile area. Throughout the country his authority was supreme. But his task was an enormous one. MacArthur's day was meticulously organized to give all the time necessary to his work and a minimum of time for relaxation. He would be concerned primarily not with military matters but with every facet of civil affairs—science, culture, production, trade and education. He faced perhaps the greatest challenge of his life.

AS soon as he rose in the morning, which was usually about 7:00 a.m., his room was invaded amidst the shrieks of 7-year-old Arthur and the barking of three dogs. For a few minutes the room was bedlam while father, son and the dogs—named Brownie, Blackie and Yuki—chased each other about. Usually at this time of day MacArthur was still in his gray dressing gown with a large black letter "A" superimposed over his heart—the symbol of earlier years at West Point.

Eight a.m. was the time for family prayers, after which the family sat down to breakfast. This was MacArthur's biggest meal of the day; it usually consisted of fruit, cereal, two eggs, toast and coffee; lunch and dinner for MacArthur were rarely more than soup, salad and coffee. At 8:30, when Arthur left for his classes with his tutor, MacArthur started his day's work reading the dispatches which had been sent up to him because of their importance.

By 10:30 a.m. the black 1941 Cadillac

was waiting at the door. MacArthur appeared and stepped into the car. The sedan rolled down the tree-lined driveway and onto the street, past the tile-roofed Okura Museum of Chinese Art and down to a level stretch of road where there was usually a sandlot baseball game in progress. MacArthur always turned and watched the game with intense interest, but the Japanese boys soon became accustomed to the regular passage of the Supreme Commander and did not interrupt their game to watch.

At the main intersection Japanese policemen always turned the traffic light to green as MacArthur approached. The car rolled swiftly along the Imperial Moat and up to the white-stone six-story Dai Ichi Building.

Every morning a crowd of Japanese gathered here to watch MacArthur get out of his car and go up the steps. Saluting the two sentries and nodding to the silently bowing Japanese, he strode quickly across the sidewalk and into the Dai Ichi Building. An elevator whisked him to his top floor office. It was 10:40.

The office was large, walnut paneled and air conditioned but comfortable rather than luxurious. The room was dominated by a tablelike desk covered with green baize. It was a military desk top, with no gadgets but only such appointments as a letter opener, some pencils and an "IN" basket and "OUT" basket. Behind it stood a well-worn brown leather swivel chair. The room had a cadet-gray rug, two plain leather couches, some chairs and a glass-front bookcase. On a little table by one of the chairs was a personal touch—a collection of MacArthur's pipes and a small glazed bowl containing his tobacco. On the walls were the portraits of Washington and Lincoln which MacArthur had brought with him from headquarters to headquarters along his island-hopping route from Brisbane to Tokyo.

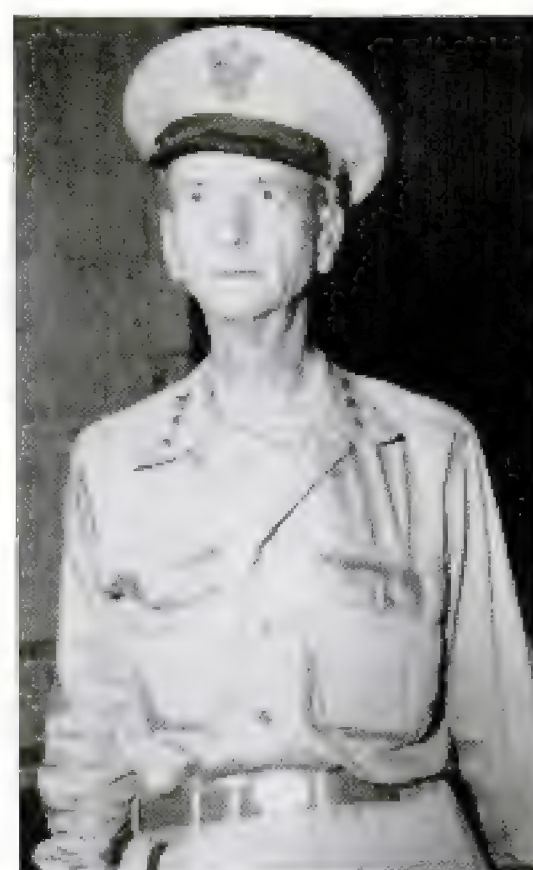
As MacArthur arrived in the morning, two neat stacks of business awaited him. One contained the important documents which demanded his immediate attention. The other stack contained all mail addressed to him personally. No one else read it. But one of the aides slit each envelope almost all the way across, so that he could open his voluminous correspondence with a minimum waste of time.

I usually joined him immediately after his arrival. Because I was head of the government section of SCAP (which was the nickname promptly given to occupation headquarters), all of the pressing political problems

found their way to me. Promptly and with no time spent on idle pleasantries, MacArthur dug into the pile on his desk. Only at one time of the year did anything take precedence; that was in the fall, when on Sunday mornings the list of football scores was studied first.

Right after clearing the desk of the most pressing problems and seeing the members of his staff who had policy matters to discuss, MacArthur usually began a rather tight schedule of appointments. Every day brought a variety of U.S. church leaders, businessmen, politicians, editors and Administration officials to his office.

An aide usually briefed him on his visitor ahead of time. MacArthur tried to limit the number of visitors because he always wanted to devote as much time for the discussion as was necessary. Many a visitor who expected to find a



EFFECTS OF PRISON on Jonathan Wainwright shocked MacArthur. Above is Wainwright, whom MacArthur called "Jim," before (*left*) and after three years in Japanese prisons.



IN THIS GARDEN A NEW JAPAN WAS BORN

The setting above, a perfect jewel among Japanese gardens, was the scene of what was probably the most important single conference during the occupation of Japan. The story of this conference is told for the first time in Whitney's book.

A successful rebirth of Japan depended on a complete revision of the feudalistic constitution under which the country was then governed. From the start the Japanese people generally urged this reform. But from the start the revision was obstructed by a little band of reactionary Japanese government experts appointed by the prime minister and given the apt title of "The Constitutional Problem Investigation Committee."

For three months MacArthur and Whitney, who was then the SCAP government chief, gently

prodded the committee. For three months the committee chairman, Joji Matsumoto, dawdled and hedged, always politely but always with the obvious intention of preventing any liberalization of the old constitution. Finally, MacArthur instructed the government section to draft a proposed constitution, which was done in one week by a group of SCAP's eager young experts. Then, in the garden of the Japanese foreign minister's residence (*above*), Whitney presented it to the Matsumoto committee. If the committee would not accept it, he said, MacArthur would put it up to a vote by the Japanese people.

Whitney and his assistants waited by the lily pond while the committee members studied the draft. When they had finished, Whitney writes,

"it occurred to me that this was an opportune moment to employ one more psychological shaft. I did not know the impressive support I was to receive from an unexpected quarter."

Jiro Shirasu, a committee aide, made his apologies for keeping Whitney waiting. "Not at all, Mr. Shirasu," Whitney replied, "we have been enjoying your atomic sunshine."

"At that moment," Whitney writes, "a B-29 roared over us. The reaction upon Mr. Shirasu was indescribable, but profound."

There were a few more delaying tactics on the part of the Matsumoto Committee members, but the result was now a foregone conclusion. The draft prepared by SCAP became the basis for the revised constitution, and a new Japan was born.



GARDEN POOL, where Arthur sailed boats, is made of inlaid tile. There is also a swimming pool.



SETTING FOR A SUPREME

If the commanding figure of Douglas MacArthur was perfectly suited to the task of impressing the Japanese, the U.S. embassy in Japan was perfectly suited to the function of providing an appropriate setting. Built during Herbert Hoover's administration, the embassy was the first of several which Hoover planned to improve U.S. prestige abroad. But the embassy, with its residence, chancellery, nearly an

acre of garden and three teahouses, cost \$1.4 million and used up all the funds allocated by Congress for embassy building. Congress refused to grant any more.

The mansion was damaged only slightly by the war, and few repairs were necessary before the MacArthurs could move in. But the magnificent garden pool (*above*) was a mess of mud and slime. While a cleaning crew

BUTLER served in the embassy before the war, returned right after MacArthur family moved in.



COMMANDER

scrubbed the pool, Mrs. MacArthur put on white work gloves and scooped out all the rare goldfish that had survived, putting them in containers for safekeeping. When the pool was clean again, she called out the embassy staff and made a little party of returning the fish to their home. Every fish promptly turned belly up and died. U.S. Army engineers, it developed, had chlorinated the water supply.



ENTRANCE HALL is of Formosan marble. The entire building is built on a steel frame so that

in an earthquake, a frequent occurrence in Japan, it would not collapse but merely slide downhill.

CONTINUED



THE GENERAL'S LADY CHARMED THE JAPANESE

Because MacArthur intentionally remained aloof from the Japanese people during the occupation, it fell to Mrs. MacArthur to perform the countless social functions in a land where amenities are all important. She proved to be as perfectly suited to her job as the general to his. She made regular

visits to museums, Red Cross and Girl Scout functions, even Japanese baseball games, at one of which this picture was taken.

A Southern aristocrat, Jean Faircloth MacArthur charmed Japan with an old-world courtesy—and startled strangers by always addressing her

husband as "General." Greeting him at the airport after his Korean trips, she would shout, "Hi, General!" Despite her social obligations she never forgot her first duty. As she summed it up to a reporter, "My whole life is the General and our son, Arthur, and I take care of them the best I can."

bustling executive granting a quick, curt interview was surprised to be invited to sink into a soft leather chair and have MacArthur do the same in another, lighting his pipe as leisurely as if he had nothing to do for the rest of the day.

These meetings covered subjects ranging from details of the occupation to problems embracing the entire world. And the talk assumed a familiar pattern—the visitor asking a few questions and MacArthur answering them, then the visitor falling silent as MacArthur held forth on the subject of their meeting. Sometimes he would talk fluently on the subject for as much as an hour, shaking his matchbox for emphasis, and pausing only to light and relight his pipe. If the caller were an old friend from Washington, Manila or the days of the island-hopping campaign that already seemed so long ago, the talk could go on for the rest of the morning, despite the frequent entrances of an aide to hint that the visitor's time was up.

MacArthur usually planned to leave for lunch at 2. But if, as often happened, a visitor consumed more of the morning's working time than had been planned for, MacArthur stayed at his desk until all important decisions had been made. It was rarely later than 2:30, however, before he went striding down the hall to the elevator, while an aide called the embassy to say that the general was on his way. When he had luncheon guests he would try to leave by 1:15.

By this time the crowd outside the Dai Ichi Building, silently awaiting his appearance, had reached into the street and lined the moat on the opposite side. As MacArthur went down the steps, two at a time, the waiting lines edged forward slightly. Only a few MPs were needed to hold the crowds back. Any crank could have taken a shot at him or tossed a bomb. MacArthur, however, refused all suggestions that he be given greater protection. He had an abiding faith that "the Japanese people themselves will protect me against assassination."

His belief was borne out by the crowd's behavior. Indeed, a Japanese woman once showed her respect by prostrating herself on the sidewalk

in front of him. MacArthur went to her, picked her up, gently reproved her, patted her on the shoulder and walked to his car.

By the time he reached the embassy the luncheon guests usually had arrived. They were greeted by Mrs. MacArthur who entertained them while waiting for the general. MacArthur's entrance was sudden and unannounced. He strode quickly past the guests to Mrs. MacArthur, whom he greeted with "Jeanie" and a kiss. Then he shook hands with his guests, and said, "Let's go to lunch. You must be hungry, I know I am."

There were never any cocktails. Except for the guest of honor all guests seated themselves where they wished. When the late George Atcheson Jr., MacArthur's diplomatic adviser, suggested that "protocol requires the diplomatic representatives be seated in a prescribed order," MacArthur said firmly, "Not at my table. If any question is raised as to my informality, you merely say that it is the MacArthur protocol."

The conversation around the table usually started in small groups if there were a number of guests. At the outset MacArthur listened more than he talked, but just as happened in his office, the desultory talking gradually ceased as he launched into a discourse in answer to some question from one of his guests. Chairs were pushed back, coffee cups were refilled, and cigar and cigaret smoke rose into the air as MacArthur talked on and the luncheon guests listened with the absorption that characterizes most people who listen to him for any length of time. Sometimes it was late afternoon before MacArthur and his guests rose at the end of their luncheon.

On such occasions as this, MacArthur was unable to take his customary siesta, and returned to his office. By the time he was behind the baize-covered desk, it was piled high again with reports, documents and memoranda. Again he went through them rapidly, dictating or writing his decision on memorandum pads. The work usually went fast, but there was always a huge amount of it. And frequently there were more visitors to be seen during this afternoon-evening session.

CONTINUED

REMAKING JAPAN: FOUR GREAT SCAP ACCOMPLISHMENTS



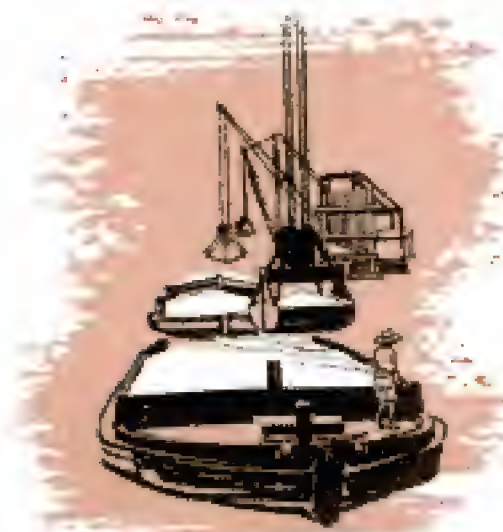
HEALTH There was every likelihood that in conquered, broken Japan such diseases as smallpox, cholera, diphtheria, typhoid and paratyphoid would spring into epidemics almost overnight. Tuberculosis was prevalent throughout the country. By means of SCAP's section of public health and a new Japanese Ministry of Public Health and Welfare, a nationwide campaign of sanitation was launched and the people were given the largest mass immunization and vaccination treatment in history. Every Japanese, for example, received two smallpox

shots, making a total of 160 million vaccinations. (The recent U.S. anti-polio program did not approach this scale.) Fifty million Japanese were dusted with DDT. Within four years, Japanese tuberculosis was reduced by 79%, diphtheria by 86%, typhoid and paratyphoid by 90%. Even dysentery, for which there was no immunization agent, was cut down by 79%. But the health program that became even more popular with the Japanese was a far simpler one: free hot lunches for the schoolchildren.

EDUCATION At the beginning of the occupation the Japanese school system was so tightly centralized under a national Ministry of Education that nowhere in the entire country was there a local school superintendent. At MacArthur's suggestion the ministry was broken up into regional branches, and popular elections of local boards of education were instituted. Japanese textbooks, even on arithmetic, were filled with militaristic, anti-American propaganda. In the year 1950-51 alone, 250 million new textbooks were made available to Japanese schoolchildren. SCAP also raised the limit for compulsory, free education from six to nine grades and established coeducation in the secondary schools and universities. A measure of MacArthur's accomplishment appeared in LIFE, March 29, 1954, in a survey devised by Theodor Geisel, the famous "Dr. Seuss." Geisel had Japanese children draw pictures of what they wanted to be when they grew up. Out of thousands, only one wanted to be a soldier. He wanted to be MacArthur.



ECONOMIC It is not well known that the basic SCAP directive from Washington stipulated that MacArthur should not assume "responsibility for the economic rehabilitation or strengthening of the Japanese economy." But Japan's industry had been gutted by war, and a populace of 72 million was entirely dependent on an economy of almost hopeless scarcity. Had MacArthur followed the letter of his directive, the nation would have disintegrated economically. U.S. Army soup kitchens were followed by appropriations of food from



the U.S. SCAP economic experts stimulated international trade, broke the monopoly by which a few economic elite controlled two thirds of all Japanese industry, encouraged healthy labor unions while discouraging Communist-led ones. Japan's economic plight can be solved, MacArthur believes, only by increasing her world trade. Yet the effects of the occupation are shown by two statistics: in 1948 some 62% of Japanese imports came from the U.S.; by 1951, that figure was down to 34%.

LAND REFORM In 1945 nearly half of all the land in Japan was worked by tenants, some under exorbitant sharecropper arrangements and some under near-slavery conditions imposed by dictatorial landlords. MacArthur immediately pressed the Japanese Diet to pass laws under which the government purchased the land from the owners at fair prices and sold it to the tenants, who were given as much as 25 years to pay. More than seven million acres were thus transferred, with the entire program administered by almost 9,000 elected local land commissioners. As a result, by 1950 the Japan of impoverished sharecroppers had been transformed into a Japan in which 89% of the land was owned by independent farmers. This new class of rural capitalists formed a strong barrier against the advance of Communism in the Japanese countryside, and Red attempts to infiltrate the ranks of the land commissioners met with failure. MacArthur called the land reform program "one of the most successful experiments of its kind in history."



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FAMILY CRISIS came when Arthur MacArthur broke his arm while ice skating. Here General and Mrs. MacArthur take him home from hospital.

MacARTHUR CONTINUED

The firmest rule of MacArthur's office was that no work be put over to the following day. When he left his office in the evening, usually by 8 or 9 but many times later, all of the pending problems of the occupation which required his decision had been decided. The rule applied on weekends and holidays just as it did on any other day, and those of us who worked closely with him were naturally expected to match his hours. I recall one Sunday when we had been working all evening on a particularly complicated problem. As MacArthur reached his decision, he looked up from his papers and across the room at a small clock on top of the bookcase. After focusing on the papers right in front of him for so long, his eyes could not immediately adjust to the distance. "What time is it, Court?" he asked me. "It's 10:30, sir," I said.

He pushed back his chair, rose and stretched. "Well," he said with a smile, "what do you say if we take the rest of the weekend off?"

Regardless of the time of his arrival home in the evening, MacArthur relaxed at the end of the day by having a motion picture shown in the reception room of the embassy. But this was very nearly his only relaxation, with the exception of following football and baseball scores in the press.

All of his free time, partly because there was so little of it, was devoted to his family. He did everything possible to see to it that Arthur had a normal life for a young boy. One or two of the children of the staff officers and the SCAP administrators were occasional house guests at the embassy, and there was usually a great deal of noisy roughhousing around the embassy grounds.

MacArthur's pilot, Major Anthony ("Tony") Story, occasionally took Arthur to the airport to let him handle the controls of his father's plane. Once, when Tony and Arthur were ice-skating, Arthur fell and broke his arm. I don't think that at any time throughout World War II MacArthur looked as worried as he did when he heard about that. He had X-rays of the arm taken from every possible angle and studied them himself, and he visited the hospital three times during the first few days that Arthur was there.

Through all the necessary pomp connected with being the wife of the Supreme Commander, Mrs. MacArthur managed somehow to remain unaffected. When one of MacArthur's aides asked her if she had got a glimpse of Emperor Hirohito when he made his famous first call on MacArthur at the embassy, Mrs. MacArthur replied, "Oh dear, yes, I peeked at him from behind the curtains."

MacArthur himself, however, knew that if he was to rule effectively over a people long steeped in the imperial tradition, he would have to command no less respect than that accorded their emperor. This necessitated an aloofness befitting the authority which he exercised. The only Japanese to whom he made himself readily available were the prime minister, the chief justice and the two heads of the Diet, representing the three branches of the government. There were many small elements that intentionally added to the impressiveness of the Supreme Commander and the supreme command—the tall,

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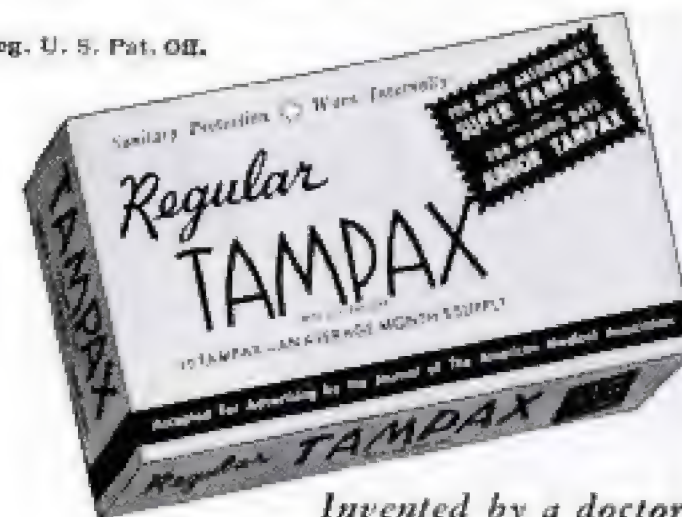
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There isn't any other kind of sanitary protection that's *nearly* as cool as Tampax*. In fact, millions of women first adopted Tampax in the Summertime—when they simply couldn't stand hot, uncomfortable external pads a *minute* longer!

Why put up with chafing... irritation... odor problems and disposal problems... when Tampax is as handy as your nearest drug or notion counter? It gives the wearer such a remarkable sense of freedom that many users say they almost forget it's "time-of-the-month" for them. Certainly, you feel much more poised, much more relaxed, with protection that's both invisible and unfelt when in place. You can be your dainty, fastidious self *at all times!*

It goes without saying that you can swim while wearing Tampax, that you don't need to remove it while taking your shower or tub. This doctor-invented product *must* be the *nicest* way of handling the trying days of the month—so many women say so! Buy Tampax now in your choice of 3 absorbencies: Regular, Super, Junior. Month's supply goes into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

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Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

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Address.....

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We can't prevent baldness, nor do we believe anyone can. But if you have dandruff, any dermatologist will tell you to follow a suitable program of scalp care.

Dandruff commonly arises from a disease of the scalp called *seborrhea*. This may be caused by a tiny parasite called the *Spore of Malassez*. Usually, seborrhea progresses through three stages:

1. *Dry white scales* flake off your scalp, drop to your shoulders.
2. *Moist, sticky scales* appear on scalp. In many cases, hairs begin to die before fully grown.
3. "*Choking*" of hair roots with fatty substance produced by glands, plus dead cells and dirt, may occur in hair follicles. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Kreml Hair Tonic now contains a revolutionary new antiseptic ingredient that actually *kills on contact* the Spores of Malassez com-

monly believed to cause dandruff.

Tonight, shake Kreml *generously* on to your head. Massage your scalp... then apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. You will find that the lather comes easily if you have used enough Kreml.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it into your hair and scalp—and comb your hair in place.

Money-back offer

Try the Kreml Method faithfully. If not completely satisfied, send Kreml label to J. B. Williams Co., Glastonbury, Conn. Tell us what you paid—we will gladly refund your money.

Get a bottle of Kreml Hair Tonic today. At drug counters everywhere—no Federal excise tax. See how quickly the Kreml Method makes your head *feel* and *look* better!

KREML HAIR TONIC



PRECEDENT-SHATTERING EVENT took place one month after occupation began when Hirohito called on MacArthur and permitted this picture, proving to his people that he was no longer to be considered divine.

MacARTHUR CONTINUED

specially chosen and smartly dressed U.S. sentries, the selection of the Dai Ichi Building for headquarters ("Dai Ichi" is Japanese for "Number 1"), the black sedan that made its regular unescorted trips across Tokyo by an undeviating route.

But while MacArthur knew how to make the most of the Japanese love for heroes and idols, he also knew how to win their friendship as well as their respect. On the day following the establishment of his headquarters in the Dai Ichi Building, for example, he was about to enter the elevator to proceed to his sixth floor office when a Japanese deferentially bowed himself out. MacArthur insisted that he return to the elevator, and thereafter went up to his office. Nothing was thought of the incident at SCAP. But the story went the rounds of Japan and even became subject matter for a Japanese artist (p. 103).

Aloof but friendly, MacArthur could also be reasonable but firm. An early instance of his policy in action came when he issued a so-called "purge" directive, designed to implement the requirement of the Potsdam Declaration that all persons who had actively engaged in militaristic and ultranationalistic activities prior to the war should be removed from public office. This directive involved several cabinet ministers. Evidently misled by the reasonableness of MacArthur's early occupation policies, all of the cabinet members decided to resign en masse as a form of protest. The prime minister at the time was Baron Kijuro Shidehara, who because of illness sent his foreign minister, Shigeru Yoshida, to announce this decision to MacArthur.

The foreign minister arrived at 7:30 in the evening and, while MacArthur listened impassively, detailed the cabinet's plan. All of the members, he said, would hand in their resignations to the emperor. Mr. Yoshida said that it was furthermore planned that the emperor would ask Baron Shidehara to select another cabinet.

MacArthur quietly heard Yoshida and then said, "Mr. Minister, I have the highest regard for Baron Shidehara, and I know of no one better qualified to carry out the terms of my directive, but if the cabinet resigns en masse tomorrow it can only be interpreted by the Japanese people to mean that it is unable to implement my directive. Thereafter Baron Shidehara may be acceptable to the emperor for reappointment as prime minister, but he will not be acceptable to me."

The cabinet, with the exception of the members disqualified by MacArthur's directive, did not resign.

But despite this warning that MacArthur would not hesitate to use his authority when it was necessary, some of the Japanese politicians then in power still seemed to hope that they could successfully resist the reform measures of the occupation. Indeed they refined their polite political warfare into a fine art, particularly on the urgent problem of revising the Japanese constitution. The story of this attempt and of how MacArthur dealt with it is told on page 93.

CONTINUED

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Your thirst can "feel" the difference!

No harsh bitterness! Your taste can actually "feel" the difference between Schlitz and any other beer. A soothing, cooling, refreshing difference you can really feel as well as taste. What a wonderful feeling! No other beer refreshes like Schlitz.



In the Schlitz original HALF-QUART can (packed 24 to the case), also in the convenient 6-pak with the handy handle that makes it so easy to carry.

If you like beer you'll love Schlitz

The Beer that Made Milwaukee Famous

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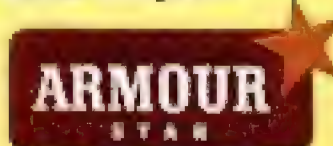
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The fixing is easy... and with *Armour Star Treet*, every sandwich becomes "something special!" You see, *Treet* is all full-flavored, sugar-cured Armour ham and pork. Chopped and cooked, ready to eat. And *Treet* is such a bargain now, too! So why wait? Put *Armour Star Treet* on your mental shopping list *today*.



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Have you tried *new* ARMOUR STAR CHOPPED BEEF? It's all lean, tender Armour beef... chopped, cooked and ready to eat.

HOW JAPANESE SAW MACARTHUR



GENTLEMAN MacArthur was one of a number of portrayals in a Japanese booklet issued during occupation. Here he is shown sharing elevator with Japanese. Nothing for the general but "a very pretty story for us Japanese," reads the Japanese caption.

SCHOLAR MacArthur was portrayed as student of Washington (portrait on wall).

MacARTHUR CONTINUED

As the occupation progressed MacArthur was gratified to find that many constructive suggestions for a new and better Japan came from the Japanese themselves. Perhaps the greatest was made by Prime Minister Shidehara.

Although it has been said in many quarters that the famous "war clause" of the constitution was forced upon the Japanese people by MacArthur personally, the fact is that it was the idea of Prime Minister Shidehara. On Jan. 24, 1946, before the preparation of the SCAP draft had even begun, Baron Shidehara asked me for an appointment with MacArthur. The baron explained that he wanted to thank the Supreme Commander for the penicillin MacArthur had sent Shidehara during a recent grave illness.

On his arrival at noon on the 24th, I personally escorted him into MacArthur's office. I did not remain in the office and so was not present during the discussion which followed. But I did go in to see MacArthur immediately after Shidehara's departure two and a half hours later.

MacArthur told me that Prime Minister Shidehara had expressed his thanks for medical assistance, and had then started talking about the proposed new constitution. He wanted it to contain an article renouncing, once and for all, war and the maintenance of a military establishment. By this means, Shidehara had said, Japan could safeguard itself against the re-emergence of militarism and police terrorism and at the same time offer convincing proof even to the most skeptical that Japan intended to pursue a future course of peace. Shidehara's private secretary, Mr. Kuramatsu Kishi, has since thrown further light on Shidehara's viewpoint by pointing out that he had entertained it for a long time before communicating it to MacArthur.

MacArthur was delighted with this suggestion. For years it has been his burning passion to see war abolished as an outmoded means of resolving disputes between nations. His reaction was best described by his own statement five years later when he told a congressional investigating committee in Washington in 1951, "I couldn't help getting up and shaking hands with the old man." So it was that when MacArthur later instructed me to proceed with the preparation of a draft constitution, he requested that it include the principle of abolishing war. Throughout the occupation of Japan, and since, he has supported the Japanese prescription against war and has encouraged firm adherence to it. As he told the Japanese people on New Year's Day in 1950, "this provision is based upon the highest of moral ideals, and yet no constitutional provision was ever more fundamentally sound and practical."

TWO of MacArthur's major headaches during the occupation were brought on by the British and the Russians. The British, understandably fearing competition from the Japanese in Asia, continually advocated restrictions upon Japan's industrial capacity. And MacArthur

continually resisted these efforts, at least as long as the American people were subsidizing Japan's recovery with American dollars. The British did not give up easily, however, and it is a matter of historical interest that not many months before MacArthur was finally recalled from Japan in 1951 one of Britain's top representatives informally told him that the British government was exerting every possible pressure upon Washington to have him removed from Asia.

The Russians were of course after much bigger goals. They offered to supply Russian soldiers to the occupation force. But they reneged when they discovered that MacArthur would not permit them to take over Hokkaido Island, close to Soviet territory and comprising about a fifth of Japan, and turn it into a Soviet satellite. Through membership in the Allied Council they introduced 400 "representatives" into Japan (while none of the other Allied offices contained more than 100). Virtually every one of the 400 Russians could be presumed to be a trained espionage agent.

'Prevarications of fact'

DURING these early days after the war the Russians were still accustomed to being treated by the West with diplomatic nicety, despite the fact that they were already breaking all the diplomatic rules themselves. In MacArthur, however, they found an adversary who could speak their own language. When Lieut. General Kuzma Derevyanko, the Soviet representative on the Allied Council, issued a loud protest accusing the Supreme Commander of noncompliance with the Potsdam Declaration and sent a note to that effect to MacArthur, he got the following blunt reply: "I have received your note of June 24 and have carefully considered its context in vain search of some semblance of merit and validity. Rarely indeed have I perused such a conglomeration of misstatements, misrepresentations and prevarications of fact. . . ." Derevyanko withdrew.

Right from the start the Russians in Japan found that the bluster which seemed to be working throughout the capitals of the West was wasted in Tokyo. The occupation was only a few weeks old when an incident occurred which made this point clear. The late Joseph B. Keenan, U.S. Chief Prosecutor at the Japanese war crimes trials, to whom I am indebted for this account, recalled it clearly because, as he said, "It was my first lesson that the Soviets respected power and firmness—they recognized those qualities in General MacArthur and not only behaved themselves in consequence but held him in high esteem."

The Russian concerned was the chief Soviet representative on the prosecuting staff of the trials, S. A. Golunsky. An indication of his importance by Soviet measure was that he was able to make decisions on the spot without submitting them to Moscow.

One Sunday morning Prosecutor Keenan received a call from the provost marshal's office stating that the military police had picked up

"Handling hospital bills is my job—but paying my wife's could have been a headache!"

"I'm sure glad we belong to BLUE CROSS!"

Says Robert O. Bruce, Hospital Business Manager, Winter Haven, Florida



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"22 days of hospital care, with plenty of new-type drugs, pulled her through. Blue Cross spared me some tremendous costs! Now I know firsthand—it's a godsend."

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25TH ANNIVERSARY YEAR!



AFTER THE DAY'S WORK Whitney accompanies MacArthur as he leaves Dai Ichi office for embassy home.

MacARTHUR CONTINUED

Golunsky trying to leave Tokyo without a permit. He seemed upset, the caller told Keenan, and had asked that the provost marshal's office be telephoned. Keenan had him brought to Mitsui House, where Keenan's quarters were.

Golunsky was indeed irate. He complained that he had been unceremoniously arrested by the American military police at a check-point, and that despite his position he had been taken to the police station. He demanded an immediate and written apology from MacArthur for this insult to his country.

Keenan, deeply perturbed, went to the Dai Ichi Building and laid the facts before the Supreme Commander.

MacArthur replied by asking, "Joe, do you ever try to leave Tokyo without properly executed orders?"

"No, sir."

"You may tell Golunsky," MacArthur said, "that we have of necessity carefully enacted rules and regulations applying to all personnel of the Allied forces. These regulations apply to all ranks from the privates to the general officers. They are enforced without partiality among the representatives of all nations. You may tell Golunsky there are no discriminations for or against any nations or any nationals, and that representatives of the Soviet Union will be treated exactly as anyone else. Tell him that as long as he obeys these regulations there will be no difficulties, but when infractions occur he may expect exactly the same results as today. Tell him," MacArthur added with finality, "there will be no apology, oral or written."

Keenan returned to Mitsui House and repeated the message exactly. Golunsky contemplated it impassively for a moment. Then he shook his head, broke into a smile and pounded Keenan on the back. "What a man," he said. "He surely is a real leader."

The Soviet "mission," of course, worked in careful liaison with the Communist movement in Japan. The boss of Japan's Communist party politburo was one Sanzo Nosaka. At first Nosaka concentrated much of his effort upon Japanese businessmen, arguing that "Japan must trade with the rest of Asia to survive, and all the rest of Asia is rapidly going Communist." So long as Nosaka and his followers confined themselves to harmless blandishments like these, MacArthur refused to curb them. MacArthur's course was vindicated at first by the election results. In the 1946 elections the Communists, despite an intensive and militant campaign, won only five seats out of 466 in the Diet.

But as the cold war grew hotter, Communist pressure upon Japan increased. When the Communist party had attempted the usual device of obstructing Japanese economic progress by way of a general strike, MacArthur forestalled them by first using SCAP's authority to forbid it and, second, by having the National Public Service Law revised to prevent government workers from striking. By the middle of 1949, however, Communist troublemaking reached a climax with a gigantic strike against Japan's railways, where the Communists still had a foothold in a large union.

Not only did railway workers walk out but switches were loosened, wires were cut and derailments were attempted. Then Sadanori Shimoyama, president of the Japanese National Railways, was found lying dead across the tracks in Tokyo with one arm and both legs cut off.

CONTINUED

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FOUR POWERS meet Lieut. General Robert Eichelberger (left), commander of the Eighth Army, at military review. Left to right: Ambassador Zinovi Pechkoff (France), Ambassador George Acheson Jr. (U.S.), Ambassador A.D.F. Gascoigne (England), Lieut. General Kuzma Derevyanko (U.S.S.R.). Allies sometimes gave SCAP more trouble than Japanese did.

MacARTHUR CONTINUED

All Japan reacted in horror. In a message to the Japanese people MacArthur hinted that it might be necessary to outlaw the Communist party if it continued to threaten the national recovery. But despite this warning, the Communists became more and more troublesome, until the welfare of the whole country was clearly endangered.

Realizing that he must act, MacArthur still declined to outlaw the entire Communist party. Instead he decided to proceed against the leaders themselves by removing them from political influence, just as he had removed militarists and ultranationalists of the extreme right in the "purges" of the early occupation period.

In a carefully worded note to the prime minister, he explained that "the Japanese government is specifically enjoined in the Potsdam Declaration to 'remove all obstacles to the strengthening of democratic tendencies among the Japanese people.'" He enclosed a list of 24 persons, including the effective Communist leaders in Japan. "I direct that your government take the necessary administrative measures," he wrote, "to remove and exclude [them] from public service. . . ."

The expected cry immediately went up that the Communist leaders, if so suppressed, would "go underground." Most of the 24 Communist party leaders did indeed go underground, and that was that; they were never heard from again during MacArthur's tenure as Supreme Commander. Thus MacArthur had met an open show of force with a maneuver which effectively demolished the party's capacity for endangering Japan. At the time, this move brought violent criticism from abroad. It is interesting to note that only three weeks later the criticism from the free nations was stilled and MacArthur was instead being hailed as a symbol of resistance against Red advance in the Far East. For by then the Communists had struck in Korea.

IN NEXT WEEK'S ISSUE: FROM PUSAN TO INCHON

Instalment III covers the dramatic first months of the Korean war and MacArthur's gamble that turned near defeat into victory: the early morning telephone call that brought the news . . . deceiving the Reds with an "arrogant display of strength" . . . General Walker at Pusan: "Stand or die" . . . Inchon: "I can almost hear the ticking of the second hand of destiny" . . . The 11th-hour message to MacArthur that "chilled the marrow of his bones."

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Left to right: Majestic sweater, jerkin, skirt; Jonathan Logan dress; Premier sweater—Hal-

pern & Christenfeld slacks; sweater tailored by Renart—skirt tailored by Century.

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FOREIGN MINISTER MOLOTOV TRIES HIS OARSMANSHIP ON INDONESIAN AMBASSADOR'S WIFE AND ARGENTINE ENVOY, BOTH OF WHOM GOT BOTTOMS WET

THE PICNIC OF THE YEAR

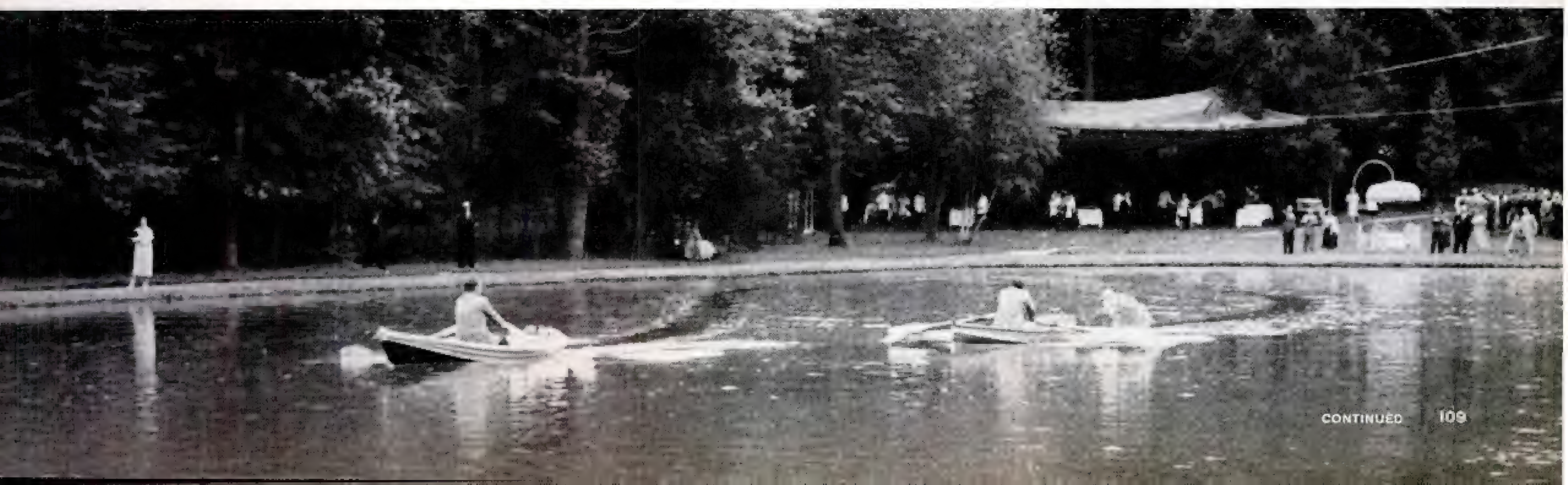
Soviet leaders entertain foreign diplomats and set a new Red party line for parties

The most newsworthy party of Europe's summer social season took place near Moscow on Aug. 7. The host was Premier Nikolai Bulganin, who invited foreign diplomats, their families and journalists to spend the afternoon at Semyonovskaya, a *dacha* 60 miles outside the capital, which once belonged to czarist Count Orlov. And just as Bulganin's pronouncements have indicated a new party line in foreign policy, Bulganin's hostmanship established, however temporarily, another kind of party line.

The hosts left nothing undone. Bulganin received the 200 guests

beside a bubbling brook. There was rowing and fishing, and Deputy Premier Mikoyan was ribbed when he proved an inferior oarsman (*below*). There was a two-hour lunch, starting with caviar and cold dishes and ending with watermelon and ice cream, set out on tables under the trees. *Pravda*, which seldom before had mentioned a social affair, devoted almost half its front page to Bulganin's picnic. The Communist leaders, *Pravda* said, received their guests warmly. "[They] asked about their health and joked. . . . Merry exclamations . . . and laughter were heard."

DEPUTY PREMIER MIKOYAN, BEFORE SOVIET LEADERS WHO LATER DERIDED HIS PERFORMANCE, IS A POOR SECOND TO THE U.S. AMBASSADOR IN BOAT RACE





BAND IN THE WOODS, provided by Moscow military district, played gay airs. At lunch the bugler

sounded the Russian mess call, "Take a spoon, take a tin cup, and if there's no bread eat without it."

AN AFTERNOON OF FUN AND MUSIC

Naturally, there was champagne and vodka for all. At a Russian party there always is. But it was the gregarious behavior of the hosts that made the picnic memorable. Bulganin helped Avis Bohlen, daughter of the U.S. ambassador, catch fish, played with the Italian ambassador's son, visited the deer preserve and praised the journalists ("We have become good friends"). Marshals Zhukov and Konev showed guests where to pick berries. There was television for

those who wanted to see Britain's Wolverhampton soccer team lose, 3 to 0, to the Soviet Spartak team in Dynamo Stadium.

Toward sundown there was a song fest. Still damp from her boat ride with Mr. Molotov, Mme. Subandrio, the Indonesian ambassador's wife, sang *My Indonesia* in Russian. And when tenor Ivan Kozlovsky sang *I Met You*, observers noticed a sentimental tear drop from the eye of Lazar Kaganovich, first deputy premier.



MALENKOV, MIKOYAN, THE BRITISH MINISTER



LOOKING FOR DEER, Ambassador Bohlen, one of few Western ambassadors fluent in Russian, chats with Bulganin, followed by Mrs. Bohlen and tenor Kozlovsky. Man with camera is British journalist.

PICKING RASPBERRIES, Ekaterina Furtseva, Moscow party secretary, and Nina Popova, Central Trade Union Council secretary, are observed by perfect host, Red Party Boss Nikita Khrushchev.





C. C. PARROTT AND PREMIER BULGANIN JOIN IN WATCHING SOCCER TELECAST



UNIFORMED STROLLERS, chatting with Khrushchev, are Marshals Konev and Zhukov. "We have been turned into soldiers of peace," quipped Konev.





GOING WHICH WAY?

Spelunkers, the people who explore caves, put themselves to considerable discomfort and inconvenience in the pursuit of their molelike hobby, wriggling into places that would tax the talents of a circus contortionist. Poking about with a camera one recent day in Trout Cave, near Franklin, W. Va., Spelunker Jim Walczak, a member of the Pennsylvania State University cave-crawling club

called Nittany Grotto, beheld a feat of contortion that would be amazing even for a spelunker. With legs seemingly askew, a girl named Lesley Tarleton was plugging up a hole in the steep face of a "Swiss cheese" rock. Walczak brought his camera into play just before the legs vanished. They belonged to another spelunker who was in too big a hurry to wait his turn at a bottleneck crawl-way.



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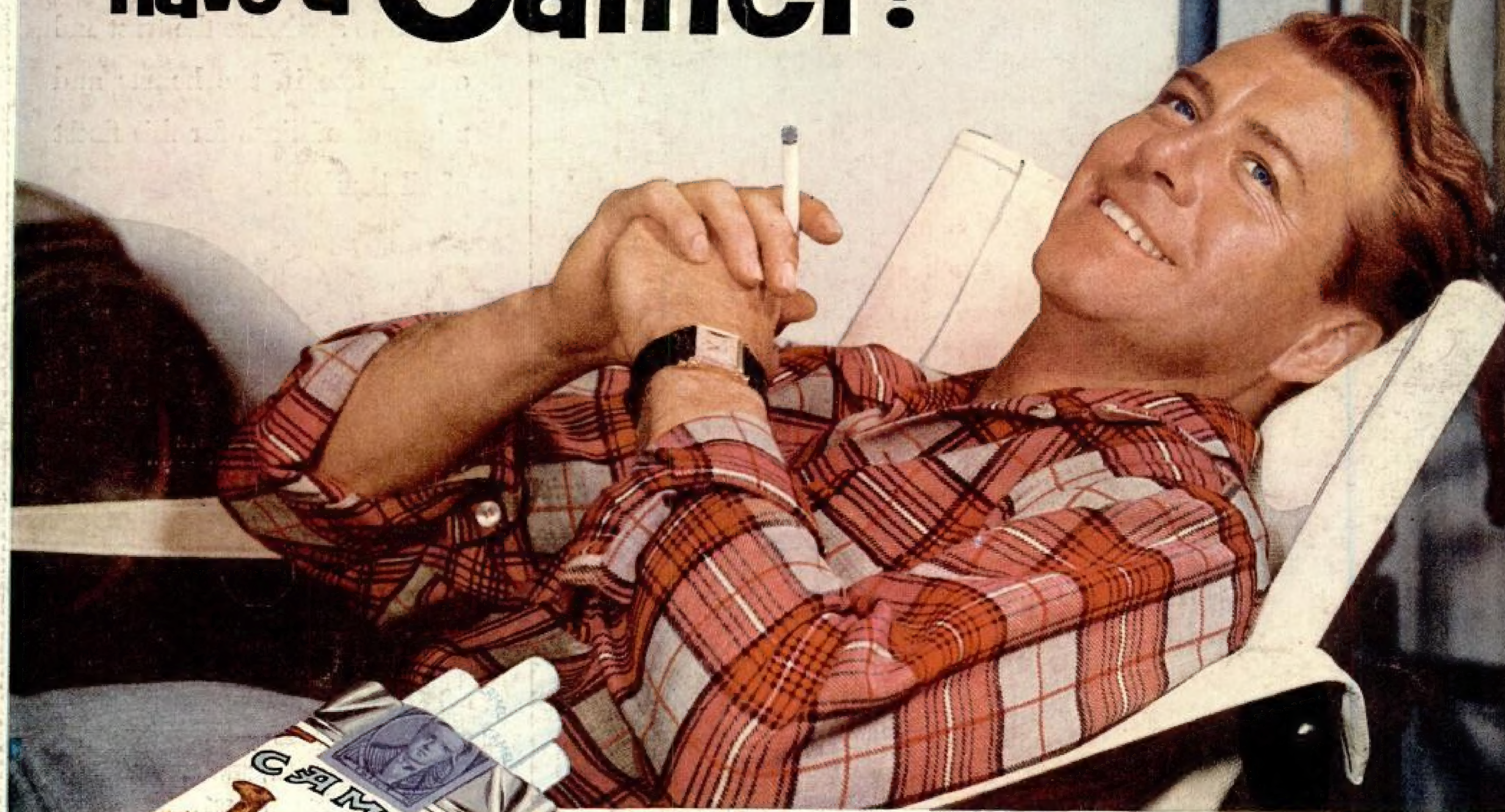
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